

# DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



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Modern offices, display rooms and warehouses, reasonable rentals.

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*Engineers*

WATSON CO.  
*Builders*

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All Kinds of Merchandise Drayage.

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*Padgitt's is the answer*



No. 729. English Kit Bag. Made of genuine Pig Skin. Brown shark grain; heavy brown kid lining to match bag, with two large gussett pockets and one extra large pocket inside of bag. 1¼-inch straps around case. Equipped with double handle riveted into frame. Extra heavy hardware, special finish to prevent rusting. Brown Shark, Brown Pig lining. Size 22-inch.....Each \$42.50

**Padgitt Bros. Co.**  
104 COMMERCE ST. OPPOSITE MARTIN.  
RETAIL — "FINE LEATHER GOODS" — WHOLESALE



## Maintenance and National Service

**N**ATURE is both the ally and the enemy of the telephone. One of her forces, electricity, carries the voice of man afar. Others, as flood, tornado or sleet storm, can cripple communications in a large area through their devastating might.

Each pair of telephone wires in the Bell System is a pathway for reciprocal speech. When beaten down by the uncontrollable forces of nature, that pathway to fifteen million telephones is blocked, and none of the nation's voices can pass that way.

Reserve materials must be on hand, that storm damage may be repaired without delay. Adequate funds must be made available so that the cost of restoration may be met.

National telephone service is only possible through an organization capable of handling, on a nation-wide basis, the problem of maintenance as well as of operation.

### SOUTHWESTERN BELL TELEPHONE COMPANY

THE BELL SYSTEM IN TEXAS



UNITED FOR THE NATION'S NEED

## TEXAS EMPLOYERS' INSURANCE ASSOCIATION

*Home Office  
Interurban Building  
Dallas.*

The State created the Association by name for the purpose of affording a dependable plan of providing Compensation Insurance at Minimum Net Cost to Employers.

The Supreme Court of Texas declared the Association to be "An Agency for the proper administration of the Law."

The initial rates of the Association are identical with the Stock Companies. The net cost, however, is materially less for the reason that what they require for Commissions to agents and dividends to stockholders, the Association returns as dividends to its policyholders.

The Compensation Law provides that so long as our Surplus is maintained at \$200,000.00 or more, our policyholders are free from any contingent liability to assessment.

We HAVE A SURPLUS OF \$538,373.33	
Cash dividends paid to policyholders	\$2,491,870.30
Surplus on hand that belongs to policyholders	538,373.33
Total amount of savings for policyholders since organization	3,030,243.63

About 85% of every dollar ever received by the Association has gone to injured workmen for injuries sustained and to policyholders as dividends.





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The Autocar Company has been a leader in the automotive industry for 26 years and has constantly developed new methods to cut transportation costs.

This Company now manufactures the only complete line of both gas and electric trucks. Therefore, it can provide the most economical unit for each individual hauling need.

The Autocar Company, Ardmore, Pa.  
Established 1897

## Autocar Sales and Service Company of Texas

2701-2703 Main Street, Dallas

Robt. R. Harper, Manager Telephone Y-1529

### Direct Factory Sales and Service Branches or Affiliated Representatives in

*Albany	*Buffalo	Erie	Memphis	*Paterson	*San Francisco	Tallahassee
*Allentown	*Camden	*Fall River	Miami	*Philadelphia	*San Jose	Trenton
Altoona	*Chester	*Fresno	*Newark	*Pittsburgh	*Schenectady	*Washington
*Atlanta	*Chicago	Harrisburg	*New Bedford	*Portland, Me.	Scranton	West Palm Beach
*Atlantic City	*Cleveland	*Indianapolis	*New Haven	*Providence	Shamokin	*Wheeling
*Baltimore	Columbus	*Jersey City	*New York	Reading	*Springfield	Williamsport
Binghamton	*Dallas	Lancaster	*Norfolk	*Richmond	*St. Louis	*Wilmington
*Boston	Denver	*Lawrence	*Oakland	*Sacramento	*Stockton	*Worcester
*Bronx	*Detroit	*Los Angeles	Orlando	*San Diego	*Syracuse	York
*Brooklyn						

\* Indicates Direct Factory Branch

# Autocar

## gas and electric trucks

Capacities from 1 to 6 tons

**EITHER OR BOTH - AS YOUR WORK REQUIRES**



# DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 3

MAY, 1924

No. 5

## Dallas, Tonnage-Producing Center of the Southwest

By A. L. REED, Mgr. Transportation Dept., Dallas Chamber of Commerce

**D**ALLAS, one of the few major American cities not located on navigable water, necessarily has a peculiar dependence upon and interest in its transportation facilities. Fortunately for Dallas it is served by progressive railroads ever willing to co-operate in the best interests of the city and, conversely, the development of Dallas has meant a great deal to the railroads that enter it, enabling them to become stronger than they would have been without the traffic resulting largely through the enterprise of Dallas' virile business men.

Eight steam railway systems serve the city directly, providing 15 rail outlets. They are: Santa Fe, Rock Island, Frisco, Southern Pacific Lines or the Houston & Texas Central and the T. & N. O., St. Louis-Southwestern, Texas & Pacific and the Missouri-Kansas-Texas Railroad. These, with 5 electric interurban lines radiating from the city, give Dallas 20 rail outlets, and they, with numerous connecting lines, provide the city and its territory with a delivery and transportation service equalled by that of few cities of the Middle and Southwest. In addition to the lines which enter the \$6,000,000 Terminal Station or the electric lines entering the \$1,000,000 Interurban Station, and indicating the importance of Dallas as a tonnage assembling point, 35 off-line railways, as well as many steamship companies, maintain offices here. Millions of dollars annually are added to Dallas' bank clearings through the payrolls and expenditures of the various transportation companies. Both the M.-K.-T. and the T. & P. have general offices for this district at Dallas, housed in skyscraper structures.

### Decentralization of Industry

**D**ALLAS' strategic advantages as a transportation center have far greater significance now that decentralization of industry, initiated on a more important scale by lessons learned during the war, is sweeping the Nation. In every city of consequence, factories are springing up, both locally owned and branch factories, and these plants are making their presence felt by the manufacturer who still is seeking to serve such sections from remote plants.

Branch plants are a safeguard against transportation difficulties. A diffusion of manufacturing over the country tends to a more even distribution of freight tonnage, lessening railway congestion such as frequently happens in the present industrial centers. Costly delays, freight tie-ups at a time when prompt delivery of seasonal merchandise is imperative, are obviated. Decentralization of industry means ease of operation, freedom of movement, less subjection to external controlling influences, lowered cost of distribution and a more perfect functioning of the fundamental laws of supply and demand.

In the selection of districts in which to establish these regional branches, the country, economically and geographically, divides itself into certain well-defined trade territories. One of the greatest of these, both in present production and potentialities, is the Southwest, consisting of Texas, Oklahoma, Arkansas, Louisiana and New Mexico. At the center of population and near the geographic center of this territory, stands Dallas, chief commercial, financial and industrial city of the Southwest.

### Dallas, the Key City

**D**ALLAS secured 66 new factories last year. More than 1,000 new concerns of all kinds located here, including 29 distributing branches carrying stocks, 18 new wholesale houses and 45 branch or sales offices. As many Northern concerns operating in Texas maintain branch offices in Dallas as in all other principal Texas cities together. This year new factories are springing up, new warehouses are in process of construction, branch factories and agencies are being established in Dallas because, from the standpoints of transportation service, the wealth of the trade territory and the unusually satisfactory labor conditions, this city is the logical center for production or distribution.

Within a radius of 100 miles of Dallas dwell 2,000,000 people and 10,000,000 can be reached by 24-hour mail service. This area, served by a network of transportation lines, and with a tremendous buying power, forms a quickly reached trade territory that is more economically served from Dallas than from any other point in the Southwest.

### Excellent Package Car Service

**O**PERATED out of Dallas are 155 daily package cars reaching all points in Texas, Oklahoma, Louisiana, Arkansas and New Mexico, insuring prompt service and quick deliveries. The Traffic Committee of the Dallas Chamber of Commerce, composed of the traffic managers of 16 of the largest wholesalers in the city, constantly checks this service to see that it is always maintained at the highest point of efficiency. Complaints are carefully investigated and new methods of improving the service constantly are under consideration. In this connection, it is encouraging to know that the railroads themselves co-operate closely with the Traffic Committee in an endeavor to further develop this package car service.

As an example of the service rendered by these package cars, the report of one carrier which operates 710 package cars out of Dallas every month, shows for the month of March, 703 cars on time. In other words, 99 per cent of these cars made schedule. Those that were 24 hours late represented but .008 percent and only one car was 48 hours late. Another line operating cars out of Dallas to points in West Texas shows 100 per cent on time for the period of March 18th to April 18th.

It is efficiency such as this which is a contributing factor to the rank of Dallas today as the 15th largest wholesale market in the Nation, whereas the 1920 Federal Census ranked the city 42nd in population.

### Growing Tonnage Statistics

**I**N addition to the outbound package car service of some 36,000 cars annually, the average outbound car movement is 65,000 carloads annually. Inbound, Dallas receives more than 30,000 cars containing less-than-carload merchandise and 85,000 carload shipments. The total number of carloads handled in and out of Dallas is well over 160,000 annually, while the total number of package cars, in and out, is nearly 70,000, making a grand total of some 230,000 cars operated in and out of Dallas annually. These figures do not include interchange business, but are strictly merchandise actually shipped to and from Dallas. The combined freight,





AIRPLANE VIEW OF M-K-T INDUSTRIAL DISTRICT

Photo copyright Fairchild Aerial Camera Corporation; cut courtesy M-K-T. Railroad.

express and parcel post business of Dallas, carried over steam or electric lines during 1923, was approximately 6,000,000,000 pounds. Each year witnesses a steady advance in these figures.

Merchandise is shipped to Dallas not only from all sections of the United States, but from practically every corner of the globe. Fruits, vegetables, canned goods and lumber come from the Pacific Coast, while from New England and the Atlantic seaboard are shipped clothing, underwear, shoes and cloth; from Ohio and West Virginia comes glassware; from Minnesota and the Dakotas come potatoes, grain and like products. Silks from China and Japan; coffee from Brazil, and a hundred products from as many foreign lands come directly to Dallas, as this city is an interior port of entry. A small proportion of these products are, of course, consumed locally, but the bulk is re-shipped for distribution throughout the wealthy trade territory surrounding the city. That this is true is manifest from the fact that the out-bound movement of merchandise is greater than the inbound movement.

#### Tonnage from Dallas Factories

ACCORDING to the U. S. Census Bureau, there are in Dallas 112 different branches of industry, pre-

senting the most varied line of manufactured products of any Texas city. Dallas leads the world in the manufacture of cotton gin machinery, this equipment going not only to the cotton belt of America, but to South America, Asia and other foreign countries. Dallas also leads the world in the manufacture of saddlery, harness and leather goods, practically every race on the globe receiving leather goods made in Dallas. The next era in Dallas' development will be its growth as a manufacturing center, although from the standpoint of Texas cities it is now ahead. Dallas' distribution facilities give the manufacturer a market right at his doorstep. Furthermore, there is an abundance of raw material, fuel, labor and capital to properly back manufacturing enterprises located here. Texas is the greatest producer of raw material in the Nation, and yet it has but one-fourth of its available tillable land in cultivation.

#### Commodious Warehouse Facilities

TO handle this enormous movement of merchandise it is immediately apparent that Dallas must have highly efficient warehousing or storage accommodations. Dallas has about a dozen warehouses serving jobbers for the storage and trans-

shipment of freight, as well as numerous warehouses erected by jobbers and manufacturers for their own use. The Nichols-Gillette Transfer and Warehouse Company has just completed a large 6-story merchandise warehouse; the \$5,000,000 Santa Fe Terminal Building, under construction, will have 1,200,000 square feet of floor space, with the bulk of this devoted to public or private warehousing, including 275,000 square feet for the Dallas Transfer Company and 500,000 cubic feet for cold storage for the Southern Ice & Utilities Co.; the 8-story Katy Building, under construction, and leased by the Interstate Forwarding Company, will have 171,000 square feet of public warehouse space, and the National Warehouse & Forwarding Company is doubling its warehouse space, giving it a building 420x120 feet. These vast extensions along warehouse lines show conclusively the long strides Dallas is making as a tonnage assembling and shipping center.

These modern warehousing and forwarding companies are "business incubators" for a city. Many of the branch wholesale houses or factories of Dallas today originally started by simply carrying warehouse stocks in Dallas until business warranted the establishment of a branch here.



### Rapidly Growing Dallas

THE rapid growth of Dallas should give serious concern to Dallas people as to the sufficiency of their transportation facilities and industrial districts to accommodate future growth. Almost daily the steam carriers are finding it necessary to extend their yard limits in order to accommodate the location of new industries, a notable example being the new Ford plant, an enormous producer of both inbound and outbound tonnage.

A few statistics showing the growth of Dallas during the last decade should be sufficiently convincing as to our transportation needs for the future. For example, while Dallas ranks but 42nd in population, postal receipts for 1923 were \$3,010,318, an increase of 13.56% over 1922, leading all other Southern and Southwestern cities, and ranking 24th in the United States, as well as being an increase in 10 years of 307%; building permits for 1923 were approximately \$21,000,000, giving the rank of 2nd in the United States on a per capita basis and representing an increase in 10 years of 247%; wholesale and jobbing business for 1923 was \$700,000,000, an increase in 10 years of 250%; value of manu-

factured products for 1923 was \$135,000,000, an increase in 10 years of 450%.

### What of the Future?

THESE figures are but illustrative. In practically all lines of business the increases have been similar, showing an enormous difference between the increase in population which, of itself, has more than doubled in ten years.

Basing future growth on the performance of the past, it is readily seen that upon transportation and transportation facilities depend to a great extent the future prosperity of the city. In the past, the transportation conditions have kept abreast of the needs of the city and if, in the future, the same pace is kept, as there is every evidence to believe it will be done, Dallas citizens may confidently look forward to an increasingly prosperous era of commercial development and success.

—o—  
Around 4,000 people enter Dallas every day over interurbans alone.

There are operated daily in and out of Dallas 86 passenger trains.

One-fourth of all the railway mileage of Texas lies within 100 miles of Dallas.

## Transportation Dots and Dashes

### Motor Transportation—

It has been estimated that 60% of the motor vehicles of Texas could be driven into Dallas, over the good roads of the territory, between sunrise and noon. Dallas County has practically completed the expenditure of a single bond issue of \$6,500,000 to augment the network of hard surfaced highways in the County, most of which highways connect with similar paved roads of adjacent counties. Dallas County leads the State in motor vehicle registration, with around 50,000. There are a number of motor truck freight and express lines operating out of Dallas and many of our wholesalers, notably wholesale grocers and produce dealers, operate fleets of trucks over the surrounding territory. There is also a system of motor vehicle passenger service lines operating out of Dallas.

### Interurban Facilities—

Dallas is the leading electric interurban center of the Southwest and one of the most important in the Nation. Over its five interurban lines are operated 222 passenger and ex-



AIRPLANE VIEW OF T. & P. INDUSTRIAL DISTRICT

Photo copyright Fairchild Aerial Camera Corporation; cut courtesy T. & P. Railroad.

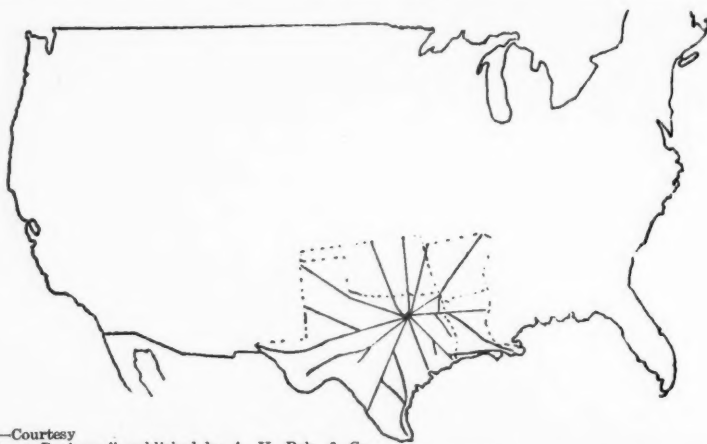
press trains daily. The interurbans now in operation have a mileage of 313 miles and the electrification of the Katy to Denton, now under way, will add a sixth, running 35 miles to the northwest. The Electric Express Company, operating between Dallas-Denison, Dallas-Waco, Dallas-Corsicana and intermediate points, advises it handled 36,500 tons of express last year, while the baby of the lines, the Texas Interurban Railway, which began operation the middle of January, 1923, between Dallas and Terrell, handled between 3,000 and 4,000 tons. A most important line also is the Northern Texas Traction Company, operating between Dallas and Fort Worth to Cleburne. The longest of the interurban lines is the one to Waco, about 100 miles. These interurban lines network the famous "black land belt," considered one of the world's richest agricultural sections.

#### Steamship Lines—

The importance of the steamship lines to Dallas is not generally realized. A large percentage of the freight originating in the Seaboard territory is moved by water to Dallas. It is estimated that over 5,000,000 pounds of high class merchandise, such as dry goods, shoes, hats, etc., are shipped by water, bound for Dallas, every month. Besides this, a heavy tonnage of steel products, news print and heavy freight is transported by the more than fifteen steamers that regularly ply between seaboard points and Houston and Galveston. Fourteen steamship lines maintain offices in Dallas both for the solicitation of inbound freight and the heavy outbound cotton traffic to all parts of the world. Dallas is the Nation's leading inland cotton market, 1,500,000 bales being financed in Dallas annually.

(Continued on page 20)

## Where Dallas Is Market Center



—Courtesy  
"Texas Business," published by A. H. Belo & Co.

The map shows Dallas' position in the Southwestern States and its principal railroad outlets. Dallas is the greatest market center within this area and its merchants do business throughout it. A description of the resources of this territory would require a book, but the figures below on a few primary industries will give some indication of the great sources of wealth:

During 1923 this territory produced 347,523,000 of the United States' total of 725,702,000 barrels of oil—almost 50 per cent of the Nation's production of this all-important fuel.

During 1923 this territory produced 5,895,000 of the United States' total of 10,080,000 bales of cotton—more than 50 per cent of the Nation's total.

This territory has 10,000,000 of the Nation's total of 65,000,000 cattle.

Approximately eight billion out of the United States' annual production of forty billion board feet of lumber comes from this area.

Nearly 20 per cent of the total crop values of 1923 were produced within these four States.

This territory grows more than fifty commercial crops, is one of the leading mineral producing areas of the United States, and is of first importance in each of the livestock industries.

Further, this territory possesses the greatest latent wealth of any section of the Nation, which guarantees the continued rapid expansion of its market fields.



Partial view of Cotton Belt Industrial District. Beyond plants of Morten Milling Co. and Sears-Roebuck, shown in background, are yards of both the Southern Pacific and Santa Fe, terminals of the latter being used by the Frisco and Rock Island systems. No airplane view showing the widely scattered industrial districts of all these roads was available.

# Railroad Industrial Districts Ever Expanding

**E**MPHASIZING the constant and phenomenal growth of Dallas, with its ever-expanding industries and its ever-increasing number of new manufacturing or jobbing establishments, is the steady enlargement and development of the industrial districts of the eight steam railroads entering the city. Some of these districts are sharply defined, while others occur at intervals over long stretches of the various roads. The locations of some of these districts are indicated on the illustrations shown with this article. On account of limited space it is impossible to describe the various districts in detail or to list the various splendid industries served by the respective lines, but herewith are a few high-lights of the subject:

## M-K-T. Industrial District

**T**HE M-K-T., or "Katy" industrial district, largely bounded by Pacific and McKinney Avenues, the Katy tracks and Cottonwood Street, with its network of tracks, streets and industries, is shown herewith in a view from an airplane. Most of the development in this close-in district has taken place the past three years, and very little extends beyond the past five or seven years. This rapid development has been responsible for the erection of a modern, fully equipped fire station in this section by the City of Dallas. While space requirements forbid the listing of all new industries, three big projects under construction might be mentioned. The Dallas Power & Light Co. is expending \$2,000,000 on its enlarged power plant necessary for expanding Dallas; the Brown Cracker & Candy Co. is expending some \$500,000 on an addition to its plant, and the Missouri-Kansas-Texas Railroad itself is erecting a \$500,000 building, eight stories; this modern fireproof warehouse, with 171,000 square feet of floor space, being under lease by the Interstate Forwarding Company.

The Katy Railroad also serves Love Field, 600-acre industrial district lying about five miles north of the business center. This line of the Katy, extending to Denton, is the one that is now being electrified, giving Dallas its sixth electric interurban. A number of important industries have been located at Love Field, since it was taken over from the Government following the war, including the Dallas Textile Mills, just completed, which were organized under the auspices of the Textile Center Committee of the Chamber of Commerce.

## T. & P. Industrial District

**D**ALLAS was largely built around the tracks of the Texas & Pacific Railroad. When the expanding city became cramped at the constricting steel in the heart of its business dis-

trict, the T. & P. broad-spiritedly agreed to a plan worked out by enterprising citizens whereby the use of Pacific Avenue between Preston and Griffin Streets was abandoned in 1921, retiring 3,850 feet of main line and 6,150 feet of industrial trackage. It began the use of the Belt Line from T. & P. Junction to a connection with the T. & P. Railway at the Trinity River, a distance of 7.59 miles, as compared with the old distance between these points through Pacific Avenue of 4.89.

In exchange for the abandonment of Pacific Avenue, the T. & P. was given right of way and franchises to occupy a new industrial district, which comprises twelve blocks or more of property located just north of the business center of Dallas. This district is bounded on the north by McKinney Avenue, on the south by Ross Avenue, on the east by Magnolia Street and on the west by Lamar Street. There are 8,632 feet of industrial trackage in this district, with a frontage of 5,496 feet now

## Freight Traffic Offices in Dallas

### LINES ENTERING DALLAS

Line	Address	Representative	Title	Phone No.
C. R. I. & G. Ry.	118 Field St.	Geo. R. Angell	DFA	X-3815
G. C. & S. F. Ry.	110 Field St.	C. S. Riley	DFA	Y-3541
H&T&C & T&NO Rys.	116 Field Street	H. J. Fitzgerald	AGF&PA	X-2251
M-K-T R.R. Co. of T.	112 Field St.	W. W. Brown	DFA	X-1401
St. L. S. F. & T. Ry.	605 Kirby Bldg.	C. O. Jackson	GF&PA	X-5751
St. L. S. W. Ry.	808 1/2 Commerce St. Rm. 8	J. R. Mockbee	DFA	X-2965
T. & P. Ry.	114 Field St.	J. M. Hartsfield	GA	X-3102

### FOREIGN LINE REPRESENTATION

Atlantic Port Ry.	1203 Mercantile Bk. Bldg.	H. S. Fry	AGFA	X-1684
B. & O. R. R.	707-8 Sw. Life Bldg.	F. G. Stebbins	DFA	X-1721
C. & A. Ry.	1123 Kirby Bldg.	Elbert Blair	SWFA	Y-3 25
C. B. & Q. Ry.	701 Kirby Bldg.	C. W. Andrews	GA	X-4922
C. & E. I. Ry.	210 Mercantile Bk. Bldg.	N. C. Calvert	GA	X-5589
C. G. W. Ry.	571 Slaughter Bldg.	R. J. Sefton	GA	Y-2548
C. M. & St. P. Ry.	901 Magnolia Bldg.	J. M. Allen	GA	X-5291
Erie R. R.	801 Magnolia Bldg.	R. A. Miller	GA	X-7352
FW&DC, C&S & W.V. Rys.	701 Kirby Bldg.	T. V. Murray, Jr.	GA	X-4922
Great Northern	1013 Sw. Life Bldg.	I. H. Turner	SWA	Y-5374
Gulf Coast Lines	1422 Kirby Bldg.	C. N. Gray	GA	Y-4076
G. M. & N. Ry.	905 Sw. Life Bldg.	C. H. Stutz	DFA	X-2189
G. & S. I. Ry.	822 Kirby Bldg.	W. P. Withers	GA	X-1864
Illinois Central R. R.	211 Sw. Life Bldg.	J. J. McManus	CA	X-4484
I.-G. N. R. R.	1209 Sw. Life Bldg.	Larue Nelson	DF&PA	X-1988
K. C. S. Ry.	609 Mercantile Bk. Bldg.	G. H. Dougherty	GA	X-4928
K. O. & G. Ry.	1702 Magnolia Bldg.	H. D. Fry	GA	X-3950
L. & A. Ry.	511 Insurance Bldg.	G. R. King	SFA	X-5294
L. & N. Ry.	1106 Kirby Bldg.	E. H. Wigand	TFA	X-5273
L. R. & N. Ry. of T.	1414 Sw. Life Bldg.	Geo. Dirmeyer	CA	X-6601
Mississippi Central	511 Insurance Bldg.	G. R. King	SFA	X-5294
Missouri Pacific R. R.	902-3 Magnolia Bldg.	G. A. Deuel	GA	Y-4586
N. Y. C. Lines	1207-8 Sw. Life Bldg.	M. A. Greding	GA	X-6323
Northern Pacific	929 Kirby Bldg.	Chas. Sorg, Jr.	SWA	X-2149
NOGN R.R. & C&L Ry.	20 1/2 Magnolia Bldg.	J. L. Bumpas	CA	X-1670
Pennsylvania R. R.	909 Sw. Life Bldg.	L. J. Warner	DFR	Y-3538
S. A. U. & G. Ry.	510 Mercantile Bk. Bldg.	Jos. P. O'Donnell	GA	Y-5547
Southern Ry.	1304 Kirby Bldg.	G. F. Kay	CA	Y-1582
Sugarland Ry.	510 Mercantile Bk. Bldg.	W. W. Overton, Jr.	CA	Y-4009
Texas Midland Ry.	617 Am. Exch. Bk. Bldg.	J. M. Symmonds	GA	Y-2627
T. St. L. & W. Ry.	817 Magnolia Bldg.	L. B. Gerner	GA	X-7351
Union Pacific R. R.	909 Magnolia Bldg.	Julian Nance	GA	Y-1778
V. S. & P. Ry.	703 Kirby Bldg.	J. E. Green	SWFA	X-5787
Wabash Ry.	1516 Magnolia Bldg.	C. M. Brown	GA	Y-3573
W. F. & S. R. R.	805 Sw. Life Bldg.	C. A. Wilson	GA	X-3132

### STEAMSHIP REPRESENTATIVES

Mallory Line	710 Sw. Life Bldg.	W. Q. Hodgson	CA	Y-1742
Morgan Line	116 Field St.	H. J. Fitzgerald	AGF&PA	X-2251
Southern S. S. Co.	2015 Magnolia Bldg.	H. T. Lindsey	CA	X-5 35
Transmarine S. S. Line	1203 Mercantile Bk. Bldg.	H. S. Fry	AGFA	X-1684

### STEAMSHIP AGENTS

American Express Co.	1306 Commerce St.	R. S. Hampshire	Supt.	X-7068
Busch S. S. Ticket Agency	1212 1/2 Main St.	Max H. A. Busch	GM	X-4009
Caldwell & Co., Inc.	Cotton Exchange Bldg.	J. F. Osborne	GM	X-1096
Graber, H. A.	Cotton Exchange Bldg.	H. A. Graber	GM	X-3392
Lykes Bros. S. S. Co.	Cotton Exchange Bldg.	Campbell Macgill	GM	X-4573
Meriwether S. S. Agency	Praetorian Bldg.	Mrs. Geo. Meriwether	GM	X-5391
Riebe, F. O.	Cotton Exchange Bldg.	F. O. Riebe	GM	X-4464
Sgitovich, S. & Co.	Cotton Exchange Bldg.	Campbell Macgill	GM	X-4573
Steele, J. H. W. Co., Inc.	Cotton Exchange Bldg.	A. H. Fonda	Trf. Mgr.	X-3679
Stone Forwarding Corp.	Cotton Exchange Bldg.	Lee T. Fowler	GM	X-5520

### ELECTRIC INTERURBAN LINES

Electric Express & Baggage Co.	106 Young St.	Louis Horner	GM	X-6185
(Handle express and baggage for Texas Electric Railway, operating Dallas-Waco, Dallas-Corpus and Dallas-Denison interurbans and Texas Interurban Railway, operating between Dallas and Terrell.)				
Interurban Express & Baggage Lines	601 Elm St.	W. I. Ford	GM	X-6156
(Handle express and baggage for Northern Texas Traction Co., operating Dallas-Fort Worth-Cleburne interurban.)				

### AIRPLANE SERVICE

Curtiss Aeroplane & Motor Corp.	Love Field	S. C. Coon	GM	A-2576
Good & Foster Service	Love Field			A-1118



ready for industrial occupancy. A view of this district, taken from an airplane, is shown on these pages.

The T. & P. also owns about 44 acres adjoining the property recently acquired by the Ford Motor Company for its large new assembly plant in East Dallas. About 31 acres of this property are located in the city limits, with the balance just beyond. The new Terrell interurban serves the property, as well as street car tracks. The T. & P. also serves the West Dallas industrial district, where are located two cement factories, several petroleum refineries, sheet metal works and other industries.

#### Other Industrial Districts

IT is more difficult to define the industrial districts of other railroads entering Dallas, for reasons given in the opening paragraph. The Santa Fe Railroad and the Frisco and Rock Island use joint terminals. Along the lines of these roads are many good industries and industrial trackage opportunities. Notable evidences of the confidence of the Santa Fe in Dallas are the expenditures of \$5,000,000 for the new Santa Fe Terminal Building, now under construction, and approximately \$500,000 for the right of way and construction of a spur it plans from its main line into West Dallas.

Some of the oldest and largest of Dallas' industries are located along the lines of the Southern Pacific, which are the T. & N. O. and the H. & T. C., as well as along the line of the Cotton Belt Railroad. These lines, along with the Katy and the Santa Fe serve South Dallas, as well as other sections, where are located the \$3,000,000 Procter & Gamble plant, the Armstrong Packing Company, the Dallas Cotton Mills, Sears-Roebuck & Co., casket factories, milling concerns, cotton compress and warehouse, sheet metal works, an oil field machinery factory and other industries too numerous to mention.

#### Transmarine Lines Offer Weekly Service

Effective May 1st, the Transmarine Lines have extended their coastwise service to Beaumont, this now being the Southern terminus of the line. They operate 32 steel ships between Port Newark, Mobile, Pensacola, Beaumont, Los Angeles and San Francisco. At Beaumont the Transmarine Lines have completed a 750-foot dock and have other docks and warehouses under construction.

The Dallas Office is located in the new Thomas Building and is in charge of H. S. Fry, Assistant G. F. A.

## See Texas and Southwest

"I intend to send my children to Texas before I send them to Europe, for I do not believe that our American youth can appreciate what they have to be thankful for until they have seen Texas. I am advising all my New York friends to do likewise."—Theodore Price, Editor, "Commerce and Finance."



NOW that with a rustling of railway and automobile highway maps and the reading of printed matter from various resorts, Dallas people are planning their summer vacations, don't forget the slogans, "Tour in Texas" and "See the Southwest."

Vacations are essential, and are so recognized by the best thought in modern business. It is just as necessary to recharge the rundown brain

and body as it is to recharge the automobile battery.

The chief energizing element of a vacation is change. But Texas is so big and diversified that one can get change and variety without crossing its borders. Texas has altitude varying from the sea level to more than 4,000 feet; it has level, treeless plains, as well as broken mountainous country and piney woods and stately forests of various trees. Change is invigorating, and if even



SANTA FE LAKE, ELEVATION 12,400 FT., 18 MILES EAST OF SANTA FE, NEW MEXICO

—Courtesy Magnolia Oil News.



more pronounced change is wanted, there is no need to go beyond the confines of the Southwest, which is Dallas' trade territory. The beautiful Ozarks of Arkansas, the mountains of New Mexico, the moss-hung trees of Louisiana, and the many interesting views in Oklahoma are available.

Somebody says that \$50,000,000 worth of gasoline is wasted each year by evaporation and a pert paragrapher notes that quite a good deal is wasted, also, in going to places that are not worth seeing after getting there. Texas and the Southwest have the scenery, climate and other attractions worthy of expended gasoline or railroad tickets.

#### Texas' Vacation Bill

IT is said that the people of Texas spend \$8,000,000 annually in sight-seeing, summer resorting and resting outside the State. Doubtless, this is a low figure, for all of us know that a vacation always costs more than the most meticulous advance calculation would indicate. But travel is broadening. "See America First" is a good slogan. And those in a position to go abroad are extremely fortunate. Those of us, however, who, because of limited time or income, cannot go this season beyond Texas and the Southwest, are by no means to be pitied. In addition to the attractiveness of the many playgrounds and points of interest, we will learn more of our home territory; then when we extend our travels we will be in a better position to tell the outside world of the wonders of the Southwest. Furthermore, this increased patronage of our Southwestern resorts results in making them even more attractive and prosperous.

We need some one to chart the Southwest for the tourist. If California had many of our comparatively unknown natural attractions they would shortly be emblazoned to the entire world. We wonder how many Texans who help to spend the \$8,000,000 mentioned have ever seen the picturesque Davis Mountains of West Texas. Or Rabb's Palm Grove, or Frio Canyon, or that marvelous gash in the Plains at Canyon City known as Palo Duro Canyon. Out on the Plains and around Pecos, the irrigation wells, some producing as much as 1,500 gallons of water a minute, are no mean sight. And the summer nights on the Plains and Panhandle are delightful. Have you ever tried spending a vacation on a West Texas ranch? The world's largest ranch, with 1,000,000 acres, is in Southwest Texas. And remember the Alamo and the old missions at San Antonio and El Paso.

The many resorts on the Texas coast offer splendid fishing and bathing. The Ozarks of Arkansas, the beautiful lakes of East Texas and Louisiana, with their excellent facilities for those desiring to engage in piscatorial sports—Medina Lake, near San Antonio; Marlin, Mineral Wells and other points famous for medicinal waters, are among Southwestern vacation points. Few streams of America equal in beauty the Con-



**D**ISTRIBUTION, in its broad sense, describes the process by which manufactured articles are placed in the hands of the consumer, but when used in that connection it involves many other elements, such as preparation, advertising, display, sales, etc. As more commonly used, it implies the process by which the manufacturers may reach the merchant, wholesale or retail.

The development of trade territory and its extension, from time to time, depend largely upon the economy with which distribution may be effected. The strategic points at which this economy may be effected has throughout the United States built up large cities.

Dallas, surrounded as it is with a consuming population of 2,000,000 people within 100-mile radius, has developed as a logical distribution city.

#### Big Factor in Modern Business

**T**HE warehouse industry as a factor in the scheme of economic distribution may be said to be the front doorstep to a commercial city. Through public warehouses the manufacturer may reach his trade without the expense of a branch house. In fact, the public warehouse may be said to be the branch house of the manufacturer. This service is not new, but many manufacturers are not aware of the completeness of such a service. Every manufacturer is confronted with a seasonal consumption. His products may be seasonal in their nature, or the public, though using throughout the year, may be seasonal in their purchases. He then is confronted with his peaks and dips in demands for his products. Without argument, his economic production depends on a continuous operation of his plant. As an illustration of this proposition, the automobile industry

cho River, near San Angelo; the Llano, San Saba and some other Central or Southwest Texas water courses. The fishing is indeed good and pearls are to be found in the mussel shells of these streams. Space does not permit a mention of all the many points of interest in the Southwest.

#### Chain of Parks for Texas

**A**T a session of the Legislature, last year, the Texas Park Commission was created with D. E. Colp, president, and Fred M. Herndon, secretary, both of San Antonio. The plan is to build a system of State parks, and already 14 park sites throughout Southwest Texas have been donated to the board, these ranging from 22 to 500 acres in extent. It is the ultimate plan to have this chain of parks extended throughout the State and connected

## Warehousing in Dallas

By W. I. FORD

may be cited. For a number of years the leading automobile manufacturers have been enabled to keep their plants running on a uniform production by the use of the public warehouses for excess production in the slack season of sales. If financing in that connection is necessary, the negotiable warehouse receipt of the warehouse company is approved collateral by the Federal Reserve Board.

The development of the warehouse business in Dallas has kept pace with the city's remarkable growth in the past twenty years. Square footage available has increased 1,000% in that period of time. Twenty years ago two concerns, with slightly less than 100,000 square feet, constituted the public warehouse. At the present time ten concerns of responsible standing operate in excess of 1,000,000 square feet, taking into consideration buildings under construction—all available before January 1, 1925.

#### Lower Insurance Rates

**T**WENTY years ago the mill constructed building was the popular type of building available and the insurance rate on contents averaged around \$1.00 per \$100.00 per annum. These have been superseded by the popularly called fireproof type—concrete and steel—building carrying insurance rates as low as 14 cents per \$100 per annum.

Much could be said about the details of service offered by warehouses to the manufacturer, but the consumption of space would hardly justify. Such services may be summed up in the brief statement that the public warehouses of Dallas are equipped to handle all the details of an account, save the selling, and can do this as completely as could the branch house of the manufacturer. For information as to names and location available, address Chamber of Commerce, Dallas.

by paved roads, which would make for greater knowledge of and pride in our State, as well as be of marked advantage to people who cannot afford to make distant trips.

Some of these parks donated are in territory where bear, wild hogs, deer, and wild turkey are found; in fact, one of the few remaining spots in America where such game exists. Included in the park plans is a project to secure 250,000 acres in the Davis Mountains for a National park.

#### Eighth Wonder of World

**S**PEAKING of national parks, do not overlook the widespread Government property in New Mexico, where are located our nearest mountains of exceptional proportions. Recently, the Department of the Interior took over the Carlsbad, N. M., caves, of comparatively recent dis-

(Continued on page 21)



NEW CHAMBER OF COMMERCE HOME  
"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR  
M. L. BOHAN, ADV. MGR.

Vol. 3 May, 1924 No. 5

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### Beaumont Chamber Will Publish Magazine

Vol. 1, No. 1 of "Beaumont," official monthly publication of the Beaumont Chamber of Commerce, has been received. It is a well-printed, well-edited 28-page magazine and will be a notable addition to the ranks of Chamber of Commerce magazines, which have so greatly increased in number and popularity the past few years. The advertising patronage of the magazine is good.

## Of Interest to Chamber Members

TEXAS today is the healthiest State in the Union from a business standpoint," said Robert E. M. Cowie, president of the American Railway Express Company, upon his recent visit here. "Texas is a country which as yet has hardly been tapped and its resources are marvelous."

DALLAS and the Southwest are destined to experience one of the most remarkable industrial developments of any part of the United States," said John N. Willys, president of the Willys-Overland Company, who was in Dallas last month, on a 10,000-mile swing over the country. "With the tremendous growth evident on all sides in the Southwest today, it is not impossible that we shall be compelled to expand our facilities in this territory in the next few years, and Dallas will certainly be considered as a point at which to locate an assembling plant."

PROSPERITY of the cotton farmer of the South, like that of the farmers of other sections of the country, will largely depend in the future upon a downward revision of freight rates and the recognition by the Federal Government of the fact that problems affecting cotton production are national and not sectional problems. William G. McAdoo declared in an address here last month, before the convention of the Texas Ginners' Association.

THE Texas Conference on City Planning was organized at Dallas last month, being the outgrowth of a series of addresses delivered here by Edward M. Bassett, city plan expert of New York City. K. Robey, engineer of Fort Worth, was elected president of the organization, which is to discuss city planning problems, including that of zoning, common to the cities of Texas and to foster such legislation as may be necessary to the solution of these problems. John E. Surratt, of Dallas, was elected secretary.

HALE Holden, president of the Chicago, Burlington & Quincy Railroad and an official of other lines, stated while in Dallas last month that the Fort Worth & Denver City Railroad will be extended into Dallas provided the Interstate Commerce Commission reverses its tentative consolidation plan which would allot this property to the Santa Fe system. He also stated it is planned to extend the Trinity & Brazos Valley from Waxahachie to Dallas, granted a favorable decision from the Interstate Commerce Commission.

THE Dallas Chamber was well represented at the meeting of the Chamber of Commerce of the United States at Cleveland the first of this

month. J. C. Duke is National Counselor for the Dallas Chamber; George Waverley Briggs went both as a Chamber Director and recently elected alternate for Mr. Duke; Louis Lipsitz went representing the Chamber Directorate, and other Chamber members in attendance were J. Perry Burrus, George Watson and J. Howard Payne.

### Sam Fowlkes Leaves—

Sam Fowlkes, who has been secretary of the Retail Merchants' Association since 1921 and manager of the Convention Department of the Chamber the past two years, resigned last month to become convention secretary for the Niagara Falls, N. Y., Chamber of Commerce, and is now engaged in his new duties. Mr. Fowlkes also was secretary of the Dallas Hotel Men's Association and the Texas Retail Furniture Dealers' Association.

### Erie Rail Officials Here—

James B. Ford, freight traffic manager of the Erie Railroad, with other officials of the road and party, were here last month on a trip of inspection and were entertained at luncheon by the Transportation Department of the Dallas Chamber, A. C. Valentine, chairman. Business conditions are good over the entire country and unusually promising over the Southwest, Mr. Ford said.

### Cotton Crop for 1923

The cotton crop of the Nation for 1923 totaled 10,128,478 bales, according to the final ginning report of the Federal Census Bureau. This was exclusive of linters. The total for Texas was 4,209,941 bales.



## Tell Them About Dallas

ANYONE planning a tour this summer is invited to come to the Chamber of Commerce and secure a pamphlet, "Dallas From A to Z," which gives information about Dallas in concise alphabetical order. By studying this beforehand or taking it along, the Dallasite outside his home State, will be able to give authentic information about his city. If this policy is followed by all Dallas people this season it will mean thousands of dollars' worth of publicity for our city.

Another suggestion: When you have a little time in some distant city, make it a point to drop in at a newspaper office and "be interviewed" on the interesting subjects of Dallas and Texas. You will be welcome at any newspaper office.

The Dallas News and the Dallas Journal have opened a Tourist Information booth at their office on Stone St. The Automobile Club at the Chamber of Commerce Building and the Circle Automobile Men's Association of America, 512 Jackson Street, furnish automobile route information to members and out-of-town tourists.

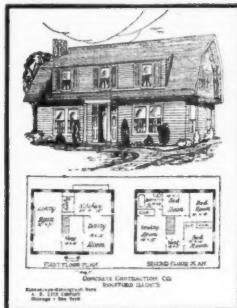
## Make Reservations for Brownwood Trip

A LARGE number of reservations have been made at the time this is written for the special train to be sent under the auspices of the Chamber of Commerce to attend the sixth annual convention of the West Texas Chamber of Commerce, at Brownwood, May 13-15. According to present plans the Dallas train will leave for Brownwood the night of Tuesday, May 13, spending all day Wednesday in Brownwood. C. L. Norsworthy is chairman of the tour. Brownwood expects from 15,000 to 20,000 visitors at the convention, which would make it, perhaps, the largest convention in the State's history. Ask any one who attended the West Texas Chamber convention at San Angelo last year, or at Plainview the preceding year, as to the wonderful spirit that prevails, the many attractive features and the enthusiasm that is rampant. Do not miss the Brownwood convention!

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# Introducing New Firms

**A**PRIL was a most active month in the matter of new concerns opening in Dallas, 92 being recorded by the Industrial Department of the Chamber. Outstanding in news of this character is the filing of the charter at Austin of the Texas Textile Mills, with a capital stock of \$5,000,000, to build and operate cotton mills in Texas. The first of these is to be a 25,000-spindle mill to be located at Dallas, headquarters of the corporation, according to announcement. This will be the largest cotton mill in Texas. Lewis T. Carpenter of Dallas and a prominent group of business men and capitalists applied for the charter. Details regarding the project will be given in a later issue of "Dallas."

E. M. Abbott, 205 Liberty State Bank Bldg.; loans.

Allen, Nichols & Company, 2506 Main St.; engineers, management and investments.

All-State Securities Company, 1319 American Ex. Bank Bldg.; investments.

The Apple House, 2005 Ross Ave.; fruits.  
Charles S. Baker, 1708½ Live Oak St.; insurance.

Barclay Corset Shop, 115½ W. Jefferson St.  
W. O. Barnett, 224 Slaughter Bldg.; contractor.

Bell Taxicab Distributing Company, 1420 Wood St.; to distribute Willys-Knight taxicabs in Southwest.

Boyet Employment Agency, 1014 McKinney Ave.; employment.

Brock-Berry & Company, 928 Kirby Bldg.; investments.

Bryan and Peak Transfer Company, 1406 Peak St.; transfer.

Buttermilk Shop, 106 N. Ervay St.; restaurant.

Checkers Moving and Furniture Company, 715 Commerce St.; transfer and storage.

City Rental Agency, 309 Simpson-Whiteman Bldg.; real estate.

Cooper's Market, 1418 N. Haskell Ave.; meat market.

H. B. Criswell No. 2, 1925 Greenville Ave.; furniture.

Customer's Transfer Co., 1426 Camp St.; transfer and storage.

Dallas Packing Company, chartered April 18, \$75,000 capitalization, by B. P. Smith, George Rhyner and Charles Kay.

Dallas Poultry and Egg Company; 1009 Camp Street.

The Darwin Company, 1645 Pacific Ave.; interior decorators.

Davis Drug Store, 3101 Forest Ave.; drugs.  
Dixie Oil Company, Inc., Shreveport, La.; granted permit April 23 to do business in Texas; J. W. Rodgers, Magnolia Bldg., State agent.

Dixie Roofing Company, Broom and River Sts.; wholesale roofing.

Edgemont Grocery, 1358 Beverly St.; retail grocery.

Educators' Association, 1312½ Commerce St.; publishers.

Electric Range Shop, Majestic Theater Bldg.; Westinghouse automatic electric ranges.

Federal Sales Service Co., 604 N. Harwood St.; mfrs. agents.

J. M. Ferguson & Co., 209 Sw. Life Bldg.; cotton.

Fowler Company Inc., chartered April 8, \$10,000 capitalization, by W. H. Fowler, J. A. Barnes and A. E. Scheffler; automobile accessories.

Gains & Brady Realty Co., 1214½ Main St.; real estate.

Gem Drink Stand; 212 Browder St.

W. J. Gilbert, 303 N. Ervay St.; tailor.

Harry Grant Filling Station; 2501 Swiss Ave.

Grapico Bottling Company, 906 N. Lancaster Ave.; bottling plant.

Guardian Investment Company, chartered April 2 With \$25,000 capitalization, by C. J. Moore, C. L. West and M. P. Moore.

Harris Hyman & Co. Inc., 1420½ Wood St.; cotton.

Helman Paint & Wall Paper Company, 313 So. Ervay St.; paints, wall paper and painting contractors.

Henard Mayonnaise Company, 1711 Griffin Street; manufacturers of mayonnaise and salad dressing.

E. H. Hicks Monumental Works, 705 Young St.; monuments.

Home Financing Company, 309 Linz Bldg.; real estate.

Hubert Street Grocery; 1405 Hubert St.  
Hughes, Bell & Company, 420½ So. Akard St.; cotton.

Leven Jester, real estate; 616 Kirby Bldg.  
Joel's (Rosenfield & Co.), Sw. Life Bldg., ground floor; retail credit jewelers.

C. A. Johnson Meat Market & Grocery, 5509 E. Grand Ave.

K-W Mutual Aid Association, 101½ N. Lancaster Ave.; insurance.

Kansas City Structural Steel Company, 616 Magnolia Bldg.; southwestern sales office.

King's Sandwich Shop; 3605 Parry Ave.

Kittrell's Garage; 2521 Kittrell Parkway.

Andrew G. Knight, 703 Slaughter Bldg.; real estate.

Lagow Drug Store; 3232 Second Ave.

Lake Shore Development Company; chartered April 2, \$35,000 capitalization, by M. B. Keith, S. J. McFarland and Prentice Wilson.

Lakewood Investment Company; chartered April 24, \$26,000, by J. B. Rucker, A. F. Korn and M. W. Korn.

C. R. Lewis, 302 Hollywood St.; groceries.

L. Scott Little, 209 Liggett Building; jewelry.

Magnolia Stamp Company; chartered April 12, \$3,200, by A. G. Elliott III, C. B. Neuman and Max Casper.

Main Street Ford Company, 2214 Main St.; automobiles.

Martin & Company, 1314 Commerce St.; brokers.

Mattoon Packing Company, 609 Main St.; packing.

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The purpose of the Texas Chapter of the American Institute of Accountants is to admit none to membership except those who are qualified to render efficient service.



Meeker Bros. Iron Company, 1004½ Commerce St.; iron and steel.  
Metzler's Corner, 200 N. Ervay St.; cigars and tobacco.

Mexican Chili Factory, 1901 Cedar Springs Road; restaurant.

Milam Drug Store; 4163 McKinney Ave.

Mt. View Dyeing & Dry Cleaning Company; 5429 E. Grand Ave.

W. H. Morrison, 807 S. Ervay St.; groceries.

North Dallas High Pharmacy; 3900 McKinney Ave.

Oak Cliff Building Company; chartered April 8, \$5,000, by George Patterson and C. G. Coffey.

Palais Royal, Elm and Stone Sts.; women's wear.

I. G. Parras, 2616 Forney Ave.; groceries.

Patton & Bowden, 1307 W. Davis St.; drugs.

Popular Beauty Shop; 1608½ Main St.

Powder Puff Beauty Parlor; 1104½ Elm St.

Preston Cleaners; 1403 Greenville Ave.

H. J. Putnam, 3307 Grand Ave.; garage.

Reliable Life and Accident Insurance Co., 301 North Texas Bldg.; life insurance.

Riley Electric Company; 210 S. Houston St.

R. Franklin Rogers, 2121 Cedar Springs; interior decorating.

Service Screen Company, 3715 Hamilton Ave.; manufacturers of door and window screens.

Slaughter Feed & Produce Company; 2914 Elm Street.

Southwest Mortgage Company, Kansas City; granted permit April 20 to do business in Texas, with headquarters at Dallas; Carl G. Peterson, State agent.

Southwestern Milling Company, 902 Insurance Bldg.; wholesale flour.

Spotlight Magazine; 505 Melba Theater Bldg.

Stewart & Davis Garage; 4425 East Side Ave.

Stoneleigh Grocery & Market; 2922 Maple Ave.

Texas Public Utilities Company; chartered April 10, \$100,000 capitalization, by W. B. Head, C. E. Calder and J. W. Carpenter; Interurban Building.

C. G. Townsend Cafe; 3926 Cedar Springs Road.

Trinity Investment Company; incorporated April 21, \$5,000 capitalization, by M. M. Shaw, A. A. Long and S. A. Berry.

Victory Hotel; 3504 Junius St.

Webb & Dunn, 507 Merc. Bank Bldg.; life insurance agency.

Williams & Sallis, 309 N. Akard St.; soft drinks.

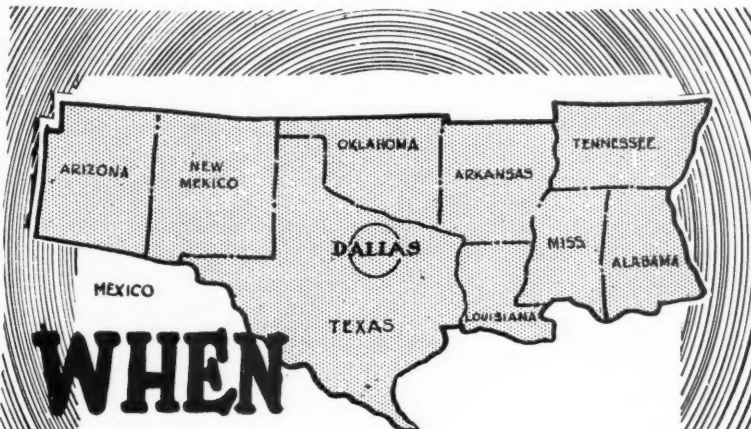
O. H. Winn, 301 So. Akard St.; cotton commission merchants.

York's Market; 2518 Bryan St.

### Terminal Building News

The \$5,000,000 Santa Fe Terminal Building construction is proceeding on schedule and the massive structure is securing much publicity for Dallas and aiding in drawing many outside concerns to the city. As an example of the publicity, "Speed-up," the official magazine of the Transmarine Lines, carried a double-page article last month, accompanied by a view of the building, fully descriptive of the structure.

Some of the outside concerns that have signed contracts for space in the building the past few weeks are: George P. Ide Company; Reed & Barton, Taunton, Mass.; Storm & Cummings, representing the Seth Thomas Clock Company; Bryce Bros., Mount Pleasant, Pa.; Moore & Hoffman, Newark, N. J.; Bosca-Reed Leather Company, Springfield, Ohio; Hartford-Sterling Co., Philadelphia. Among other recent leases are: Morimura, Arai & Co., agents for Yokohama Kito Kwaisha, Lt., Japan; The Texas Company; International Time Recording Company, New York; Marston Sand & Gravel Co.; Maxson & Belt, insurance; John H. Van Zandt, manufacturers' agent; Reinhart & Lamers, brokers. T. P. Roberts is in charge of leasing for the building.



You plan a campaign in the South or Southwest, a glance at the map will at once suggest the logical base for your operations.

*Dallas* is as well established as the Mailing Center of this immense territory as she is in jobbing and marketing.

Maintaining regular service over the South for some of the largest users of Direct Advertising, we are prepared to handle any campaign you may desire to institute.

## COMMERCIAL PRINTING AND LETTER SERVICE CO

W. MARION NEWMAN, PRES.

911 MAIN ST. DALLAS, TEX.

## How Texas Stands

By FRANK A. BRIGGS, Editor Farm and Ranch.

Texas is 1st in total value of agricultural products, 1923—\$1,064,775,000.

Texas is 1st in farm value of crops.

Texas is 1st in acre value of crops, luxury states excepted.

Texas is 1st in the production of cotton, producing 42.5% of the American crop.

Texas is 1st in the manufacture and refinement of cottonseed oil.

Texas is first in the production of grain sorghums.

Texas is 9th in production of corn.

Texas is 7th in production of broom corn.

Texas is 4th in the production of sorghum syrup.

Texas is 2nd in the production of rice.

Texas is 3rd in the production of peanuts.

Texas is 3rd in the production of cabbage.

Texas is 1st in the production of Bermuda onions.

Texas is 3rd in the production of watermelons.

Texas is 5th in production of sweet potatoes.

Texas is 2nd in production of crude oil.

Texas is 1st in refining crude oil.

Texas is 1st in the production of sulphur.

Texas is 1st in the production of Fuller's earth.

Texas is 2nd in the production of quicksilver.

Texas is 2nd in lignite resources.

Texas is 1st in the production of mohair.

Texas is 1st in the production of wool.

Texas is 1st in the number of goats on farms and ranches.

Texas is 1st in the number of sheep on farms and ranches.

Texas is 7th in number of hogs on farms and ranches.

Texas is 8th in number of dairy animals.

Texas is 1st in the number of beef animals on farms and ranches.

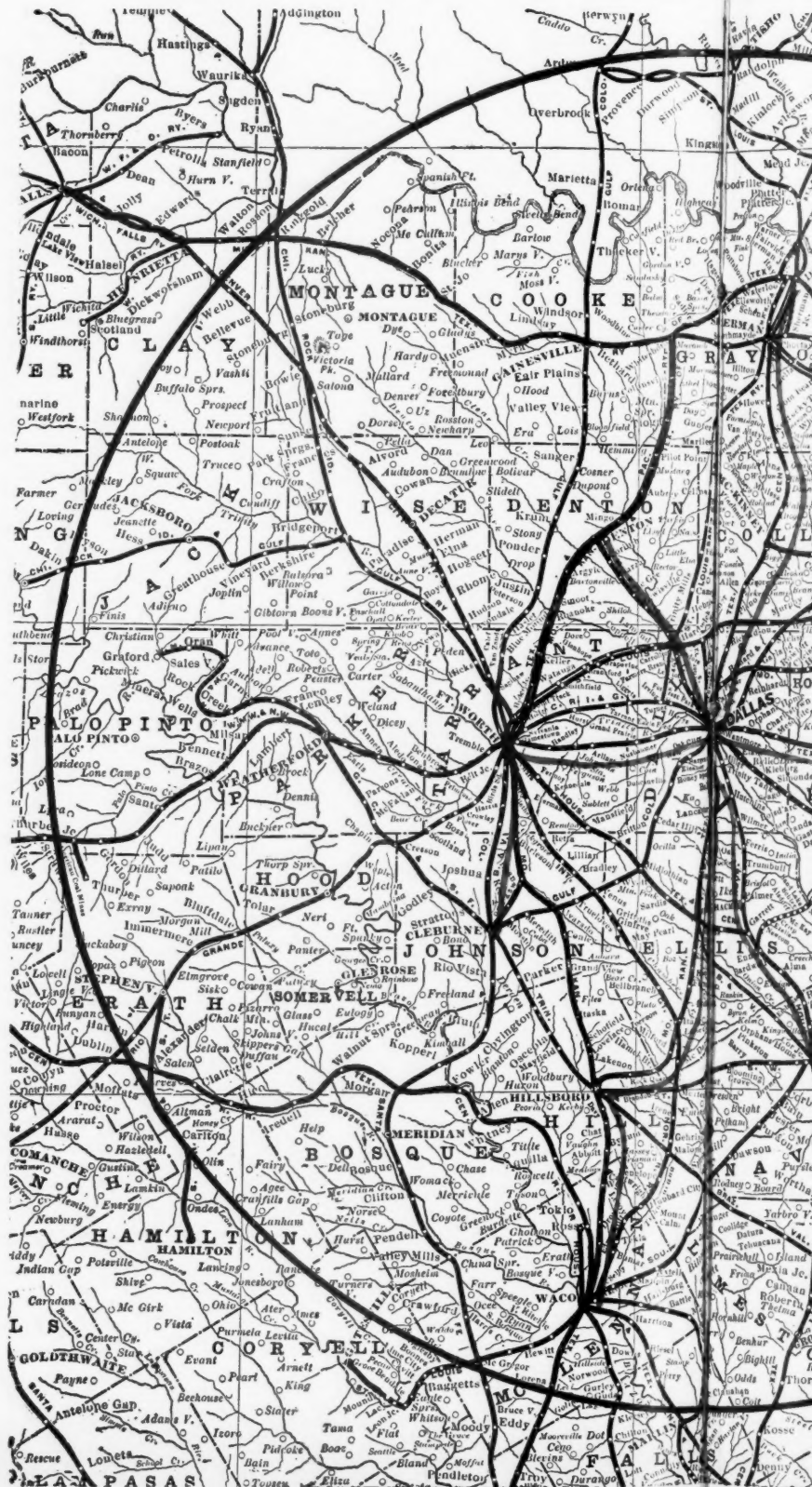
Texas is 1st in the number of mules on farms and ranches.

Texas is 4th in the number of horses on farms and ranches.

Texas has the largest herd of pure-bred Jersey cattle in the world.

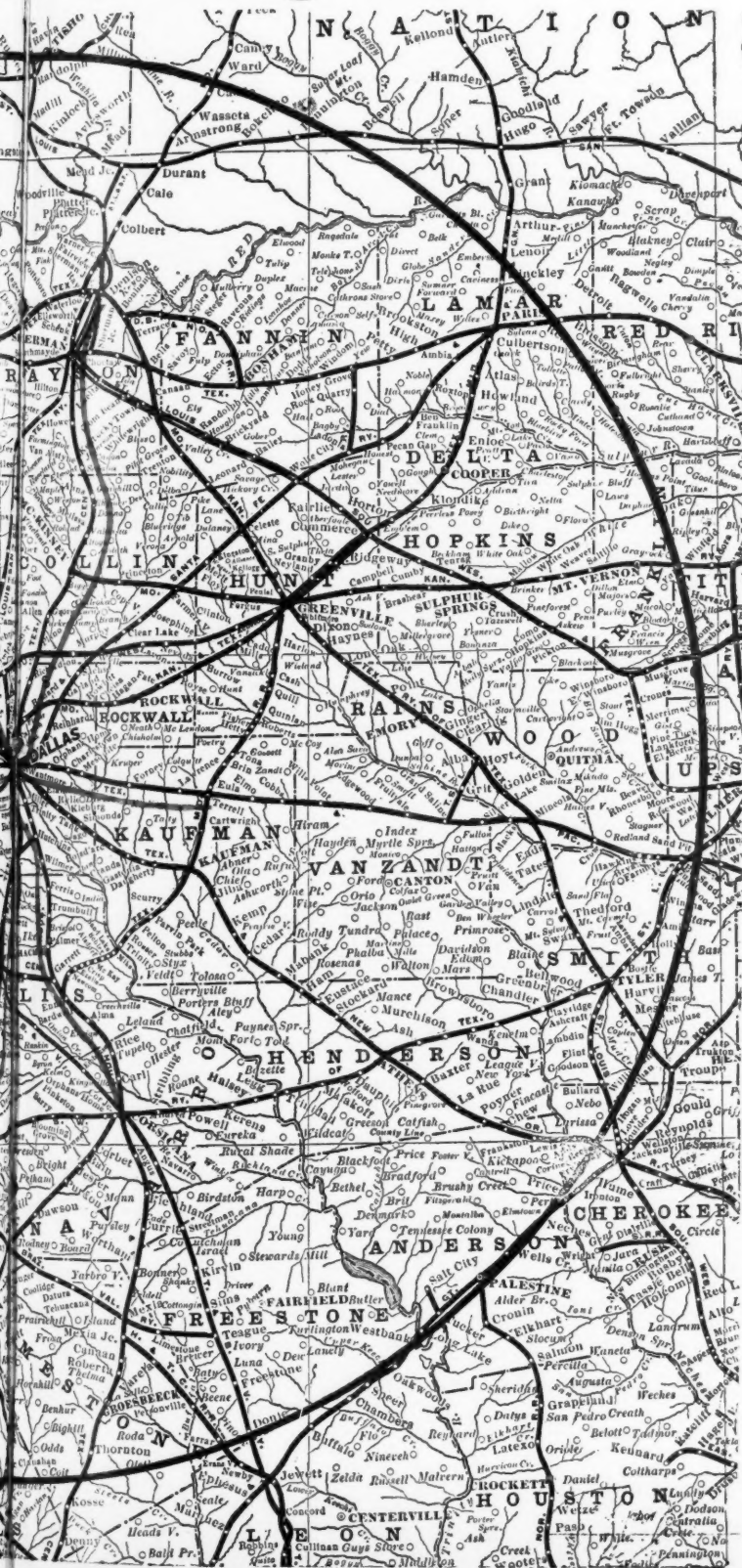
Texas won first in the ton-litter contest.

## Dallas and Its Famous



(RED LINES REPRESENT INTERURBAN ELECTRIC)

# ous "Magic Circle"



THE circle shown on map on these pages represents a 100-mile radius with Dallas as the center. This "Magic Circle" encloses but 10.8% of the area of Texas, yet there were within this circle, according to the 1920 Federal Census:

- 25% (3,797 miles) of the railroad mileage of the State;
- 36.7% of the population of Texas;
- 38.4% (177,761) of the farms of the State, valued at \$1,546,941,813, on which were raised 42.1% (1,251,821 bales) of the cotton of Texas and with
- 36.7% (\$393,390,464) of the total farm production of Texas, and with
- 19.2% (\$110,850,005) of the total valuation of domestic animals in Texas.

This circle contains approximately 46 Texas and 8 Oklahoma counties, having some 200 incorporated towns, about 18,000 rated business concerns and a population of approximately 2,000,000 within the entire area.

Adding the Oklahoma territory gives the "Magic Circle" a total of 199,409 farms valued at \$1,685,906,524;  
\$129,268,651 worth of domestic animals;  
\$447,198,002 worth of farm crops, including  
1,422,780 bales of cotton.

## Production in 1923

THE above statistics are from the 1920 Federal Census. Government figures show that in 1923 this "Magic Circle" had

Greater agricultural production per square mile than any entire State in the Union.

No State having as small an area would have produced more than 16% of its crop values.

Only four States, disregarding Texas, of which it is a part, would have ranked ahead of it in agricultural production in 1923.

Its crop values in 1923 equaled the combined crop values of the States of Maine, Vermont, New Hampshire, Rhode Island, Connecticut, Delaware, Nevada, Wyoming, New Mexico, Arizona and Utah.

Nearly one-fifth of the Nation's cotton crop in 1923 was produced in this circle.

This 100-mile radius contains one of the world's greatest oil fields.

This "Magic Circle" is outranked by only 10 States in density of population, by 8 States in total value of mineral production, by only 16 States in livestock valuation.



# Transmarine Lines

Port Newark (New York Harbor)

TO

BEAUMONT, TEXAS

WEEKLY SAILINGS

To the Gulf and to the Pacific Coast  
Gulf—Every Saturday

A Transmarine Line ship leaves Port Newark for the Gulf, with a weekly service to Beaumont, Texas. North bound—all "T" Line ships stop at Mobile and Pensacola.

Intercoastal—Every Tuesday

A Transmarine Line ship leaves Port Newark for the Pacific Coast Ports of Los Angeles, San Francisco and Oakland. No intermediate stops are made on the Atlantic Coast.

Exceptional terminal facilities at Port Newark. Direct rail and ship connections. Unlimited open storage space, three warehouses of modern design. Dock 4,000 feet long equipped with electric cranes, 70-ton lift gantry for heavy pieces.

Write for Sailing Schedule

H. S. FRY, Ass't General Freight Agent

815 Thomas Building

Dallas, Texas

Telephone X-1684

## SOUTHERN PACIFIC TO HAVE SPECIAL SUMMER RATES

Effective May 15 to Sept. 30, inclusive, summer tourist will be on sale daily with final return limit of Oct. 31. Round trip rate, Dallas to Los Angeles, San Francisco or San Diego will be \$72.00.

We operate the only through sleeper between North Texas and California, leaving Dallas 9:00 a. m. daily.

### RAIL—WATER—TOUR

Effective May 15 to Sept. 30, we will have on sale daily, with final limit of 60 days, a round trip ticket to New York, going by Steamer from New Orleans, returning rail, rate \$121.91 from Dallas. This includes first class accommodations, meals and berth, on Steamer.

Let us help you plan your summer trip. Detailed information will be gladly furnished by any SOUTHERN PACIFIC LINES representative. Our City Ticket Office is located at 116 Field Street, telephone X 2612. H. J. Fitzgerald, A. G. F. & P. A., J. E. Bledsoe, Division Passenger Agents.

For Dependable Service Between  
NEW YORK—GALVESTON  
USE

## MALLORY LINE

Two sailings each way every week—WEDNESDAY and SATURDAY  
All Steamers Carry Freight

Also Regular Passenger Sailings—  
From Galveston Every Saturday  
From New York Every Wednesday

EXTRA PASSENGER S. S. COMAL—  
From Galveston Every Third Saturday  
From New York Every Third Wednesday

Investigate \$157.86 Circle Tour—Dallas, Havana, New York, returning all rail—limit, 6 months.

For full particulars apply to  
W. Q. HODGSON, Commercial Agent,  
1217 Kirby Bldg., Dallas, Texas

## Transportation Dots and Dashes

(Continued from page 10)

### Aerial Transportation—

Dallas is wide awake to aerial transportation, with its marvelous potentialities. The city government maintains a municipal landing site at Love Field and Dallas is in line to become an important Government air mail station. At Love Field also are located several private aviation companies, furnishing both passenger and express service. As an example of the worth of such facilities, only the past month a Martin bomber came from San Antonio to Dallas and carried back a cargo of 1,500 pounds on an emergency call, the entire trip, including loading, being made between sunrise and sunset.

### Highway Center—

Dallas is located on the following transcontinental automobile highways: Bankhead, Meridian, King of Trails, Dallas-Canadian-Denver, and Dixie Overland. There are 11 main thoroughfares leading out of the city.

Dallas ranks sixth in motor vehicles per square mile and third in persons per motor vehicle, among all American cities above 100,000 in population.

### Express Business—

Dallas ranks first among all cities of the Nation in express business per capita and 14th in total volume of business. The American Railway Express Company has Texas headquarters here.

### Parcel Post—

Dallas ranks 16th among all cities of the Nation in volume of parcel post business, although only 42nd in population. The city also ranks 24th in postal receipts and 13th in volume of 2nd class mail matter.

Railroads of the Southwest have shown their faith in the territory by the most enormous purchase of equipment the past two years in the history of the lines.

Dallas is one of the principal gateways to commerce with Mexico, which is steadily growing.

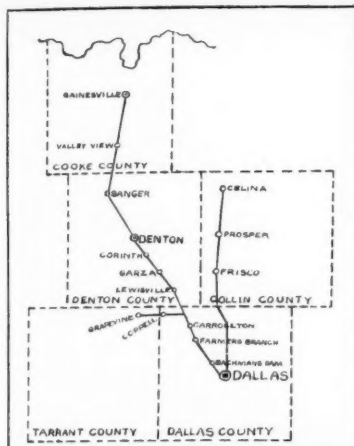
Dallas leads all Texas cities in mileage of paved streets.

### Street Railway—

Dallas has splendid, modern street railway system, rendering excellent service. It has 110 miles of trackage, with practically no section within the city limits more than 5 blocks from a car line. The railway system carries around 60,000,000 passengers annually.

Two-thirds of the railway stations in Texas are closer to Dallas than to any other big shopping center.





The Interurban Bus Lines, owned by A. L. Coffman, operate passenger busses between Dallas, Denton, Gainesville, Celina, Grapevine and intermediate points. The company plans to extend its system to all points around Dallas reached by hard-surfaced roads. At present they have in operation five 16-passenger busses mounted on the Reo Speed Wagon chassis. These busses are easily convertible from closed to open cars and are equipped with electric lights and heaters.

## See Texas and the Southwest

(Continued from page 13)

covery and allotted \$5,000 for their exploration. These caves bid fair to become the eighth wonder of the world. To date, they have been explored for eight miles underground. Pools of water, stalactites and stalagmites in fantastic shapes and other features somewhat similar to those of the Mammoth Cave abound and in a very few years these caves will be on the tourists map of every railroad. The caves are 25 miles south of Carlsbad. In direct contrast to the towering mountains of New Mexico are the "bottomless" lakes, 15 miles east of Roswell. Soundings of 1,100 feet have been made by the Government and there is no accurate data as to the depth of these lakes. Cloudercroft is one of the many pleasure resorts of New Mexico. Here is located what is claimed to be the world's highest golf course. And now that we are on the subject of golf courses, these can now be found at almost every town or resort in the Southwest.

Florida expects a million visitors this season. The convention and tourist trade of America represents a billion dollars annually. Texas and the Southwest are not getting their share. How about familiarizing ourselves to a greater extent with our scenic attractions and pleasure and health resorts here in the Southwest, and then joining forces to bring more tourists and visitors to this territory. Aside from the customary revenue from resorters, many wealthy investors might visit our section during both summer and winter, become impressed with the undeveloped resources of the Southwest and join forces with us in their exploitation. The Southwest helps build Dallas; let's spend money and effort with our friends, neighbors and customers.

## Making a Good Impression

is something that cannot be done with every kind of carbon paper or typewriter ribbon. For fifteen years it has been our privilege to make BETTER copies and MORE letters per dollar.

We have helped many. May we help you?

## UNITED STATES MANIFOLD CO

Specializing in Carbon Paper and Typewriter Ribbons

1314½ MAIN STREET - DALLAS - TEXAS

PHONE Y5952

## The GROWTH of DALLAS

*Depends on Industrial Freedom — Industrial Freedom depends on the continued success of the Open Shop*

This fact alone is reason for your support of the members of the Employing Printers' Division of the Open Shop Association

### PATRONIZE PRINTERS WHO ARE MAINTAINING THE OPEN SHOP PRINCIPLE

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1323 Wood Street  
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J. M. COLVILLE & SON  
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EGAN PRINTING COMPANY  
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1812 Orange Street  
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1405 Young Street  
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HARGREAVES PRINTING COMPANY  
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JOHNSTON PRINTING & ADV. CO.  
1901 McKinney Ave.  
Y-2122

MERCHANTS PRINTING COMPANY  
1802 Jackson Street  
Y-6229

PADGETT PRINTING COMPANY  
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X-6386

PEDERSON PRINTER  
3114 Grand Ave.  
E-5271.

RICHMOND COMPANY, THE  
606 South Akard Street  
X-3670

SHEEGOG PRINTING COMPANY  
314 South Ervay Street  
Y-1728

SOUTHWEST PRINTING COMPANY  
917 Camp Street  
Y-1784

TIGERT PRINTING COMPANY  
2112 Jackson Street  
Y-2597

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1507 Caruth Street  
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1415 Jackson Street  
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ZEESE ENGRAVING COMPANY  
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TRADE COMPOSITION PLANTS  
BALL-CUSTER LINOTYPING COMPANY  
1802½ Jackson Street  
Y-1965

DALLAS LINOTYPING COMPANY  
1408 Marilla Street  
X-4238

## Record Building Stride



**A**PRIL was another gratifying month in Dallas construction circles; the building permits for the month, as announced by City Building Inspector D. C. McCord, being \$2,221,540. This brings the permits for the first four months of the year to \$9,970,612. At this rate Dallas will exceed last year's record building total of approximately \$21,000,000. There are several large permits, notably for hotel construction, reasonably sure to be included in the permits for the remainder of the year.

**W**ITH the expiration about Sept. 15 of leases on the building, wrecking of the Oriental Hotel will begin preparatory to the erection on the site of one of the finest hotels in the Southwest, according to T. B. Baker of San Antonio, recent purchaser, who was here last month. Construction of the Oriental began in 1891 and for 33 years it has been one of the best-known hotels in Texas.

A two-unit, three-story apartment building to cost about \$150,000 is to be erected on Maple Avenue, between Cedar Springs and McKinney Avenue, by Ray Grady and associates of Kansas City.

Contract for all steel to be used in the 20-story Republic National Bank Building, aggregating 2,000 tons and

costing about \$250,000, has been let to the Mosher Steel & Machinery Company, Dallas. The building will cost about \$1,500,000.

Murphy & Bolanz Company have awarded to A. S. Childers the contract for the erection of 100 homes, ranging from four to six rooms, to be erected in South Dallas.

The Southwestern Bell Telephone Company will erect at once warehouse and garage buildings at Horton Street and the Santa Fe tracks, to cost about \$150,000.

J. W. Lindsley & Co. have opened Bluff View Estates, a 216-acre addition at the intersection of the old Lemmon Avenue road and Lovers' Lane, extending eastward to Bachman's Reservoir.

### New Hotels Planned

**T**WO new hotel projects for Dallas have been announced recently. R. F. Easterwood and associates of Dallas have submitted contractors' plans for a 20-story hotel to be erected at the northwest corner of Young and Browder Streets. It is to face Young and be 83x144 feet, according to plans. It was also announced last month that Carl H. Hilton, manager of the Waldorf Hotel and a group of Iowa capitalists, plan the erection of a 14-story hotel on the Loudermilk property at Main and Harwood Streets. Lang & Witchell

are drawing plans for the structure.

The Dallas Hotel Company, owners of the Adolphus, have purchased from Hugh Nugent Fitzgerald for \$100,000 the one-story building facing 25 feet on Commerce Street, and surrounded by the hotel. It is understood that part of the newly acquired property may be used in connection with the recently announced plans for a \$1,000,000 addition to the Adolphus, but that there will be no change in the Commerce Street frontage of the hotel.

### 800,000 Autos for Texas

Total motor vehicle registration in Texas in 1924 will reach 800,000, according to a forecast made by the State Highway Department. It is based on registrations for the first three months of this year, which show a marked increase over the corresponding period last year.



Recently completed building of the Nichols-Gillette Transfer & Warehousing Co., located in the downtown T. & P. Industrial District.

## Southern Steamship Company

### STEAMERS

"City of Dallas"	3,500 Tons	"City of Philadelphia"	3,500 Tons	"G. A. Flagg"	3,800 Tons
"City of Fort Worth"	3,500 Tons	"City of Houston"	3,500 Tons	"Algiers"	2,250 Tons

SAILINGS EVERY WEDNESDAY FROM

## Philadelphia, Pa.

Pier No. 46, South Wharves, Foot of Washington Avenue

## to Houston, Texas

FREIGHT RECEIVED FOR ALL POINTS IN TEXAS, OKLAHOMA, COLORADO, UTAH, ARIZONA, NEW MEXICO AND CALIFORNIA

DIRECT SERVICE FROM PHILADELPHIA TO TEXAS

General Offices: 321 Commercial Trust Building, Philadelphia, Pa.

HARVEY C. MILLER  
President

H. T. LINDSEY  
Commercial Agent  
2015 Magnolia Bldg.  
Dallas, Texas

GEO. W. DE LANOY  
Vice-President and Traffic Manager

F. M. JOHNSON  
Agent  
Houston, Texas

T. A. O'BRIEN  
General Freight Agent

WM. ERWIN  
Commercial Agent  
Houston, Texas

## Dallas Ranks 14th in Building in United States

DALLAS ranked 14th among all cities of the United States in volume of building permits for the first three months of 1924, and was the only Southern city, with the exception of Memphis, to get within the highest 25 cities, according to statistics issued by S. W. Straus & Co. Dallas' nearest rival in Texas for the quarter was Houston, which it exceeded by more than \$3,000,000. Permits for the first 25 cities of the Nation follow:

	1st quarter, 1924.
New York	\$376,387,984
Chicago	59,524,426
Los Angeles	46,621,696
Detroit	36,084,613
Philadelphia	31,572,970
Cleveland	14,331,415
Boston	14,098,041
Rochester	13,578,878
Baltimore	13,107,420
San Francisco	11,743,511
St. Louis	8,381,877
Newark, N. J.	8,282,052
Milwaukee	8,218,538
DALLAS, TEXAS	7,888,622
Seattle	7,710,625
Pittsburgh	7,690,145
Long Beach, Cal.	7,641,423
Portland, Ore.	7,632,500
Washington, D. C.	7,500,471
Oakland, Cal.	7,166,152
Buffalo	6,332,000
Memphis	6,001,970
Indianapolis	5,939,696
Kansas City, Mo.	5,166,150
Denver	5,039,000

City	Building in Texas Cities	March	1st Quar.
Amarillo		\$ 205,550	
Beaumont (10%)		545,235	\$ 847,415
Brownsville		10,000	
DALLAS		2,712,158	7,788,622
El Paso		267,366	442,019
Fort Worth		416,984	1,820,339
Port Arthur		177,242	468,580
Galveston		474,733	1,300,097
Houston		1,566,634	4,594,506
Paris (25%)		11,755	172,685
San Antonio		895,948	2,413,608
Wichita Falls (20%)		381,109	733,784
(% indicates percentage of undervaluation on actual value of buildings.)			
—0—			

A sense of duty is natural to man, and there can be no satisfaction in life without attempting to fulfill it.  
—Disraeli.

## Inter-City Freight Service

Between  
DALLAS  
and  
FORT WORTH

Economical  
Dependable  
Quick Service

Binyon-O'Keefe

2107 Pacific Ave.  
Phone Y-6417

## By Our Work, We Are Known. By Our Service, We Have Grown

Now Building 24,000 sq. feet NEW STORAGE SPACE adjoining our present building.

NEW WAREHOUSE and DISTRIBUTION ACCOUNTS SOLICITED.

**Storage**—Exclusive merchandise and new furniture accounts.

**Distribution** of all classes of pooled cars our specialty.

**Service**—All we have to sell.

Low Insurance Rates. Private Railway Siding of 12-Car Capacity at Our Doors.

## NATIONAL WAREHOUSE & FORWARDING CO.

2300 South Harwood St.

DALLAS, TEXAS

P. O. Box 1445

## BONDED WAREHOUSE

Fireproof Building

On T. & P. Tracks

Unexcelled storage and forwarding facilities for factory agents or brokers. Office or warehouse space for lease.

CONSIGN US YOUR CARS

Ample equipment. Best service. Attractive rates.

## TRINITY STORAGE WAREHOUSE CO.

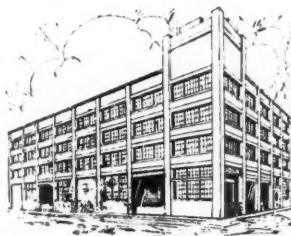
3201 Worth St.

R. E. Abernathy, Gen. Mgr.

H 3090

## MERCHANTS FIREPROOF STORAGE CO.

Exclusive  
Merchandise  
Warehouse



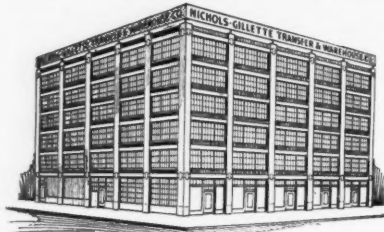
Cold Storage  
Temperatures  
Zero to 40  
Above

1301 Broom St.

Dallas, Texas



ESTABLISHED 1906

**Nichols-Gillette Transfer & Warehouse Company**Fireproof Storage  
General TransferExperts in Pool  
Car Distribution  
and Warehousing  
of MerchandiseHord and Carter Streets  
DALLAS, TEXASShow Room, Of-  
fice and Ware-  
house Space for  
LeaseFor Prompt and  
Efficient Service,  
Ship Your Goods  
to UsPhones  
X-2191 and Y-5921**Dallas to Have Modern  
Auto Tourist Camp**

DALLAS has suffered for the last few years from the lack of an adequate tourist camp, but now the vast army of automobile tourists will be provided such modern facilities here. The Dallas Automobile Club, E. C. Blesi, president, has arranged with the Dal-Oak Golf Club to operate 64 acres of land adjoining the club, three and one-half miles west of Dallas on the Fort Worth pike, as a tourist camp. It will be under the auspices of the Automobile Club and will be designated an official camp of the National Motorists' Association and will bear a "Class A" rating, being one of the finest in the Southwest.

The camp will have a 1,400-foot swimming pool and bath houses to be used by the Dallas public as well as visitors. The ground will be equipped with fuel and there will be running water and electric lights, together with restrooms, shelters and tables for eating. A nominal fee will be charged.

Work on the camp started last month and will be expedited so that it will be available for tourists by June 1st. Dr. Landon C. Moore is chairman of the Auto Club committee working out plans for the camp and Jess Illingsworth and George R. Angell are other members.

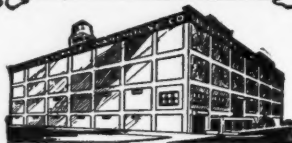
TELEPHONE  
X-2620**TEXAS WAREHOUSE CO.**

Fireproof Building—General Warehousing

Stock carried for local and out-of-town concerns.  
Excellent facilities in handling pool car shipments.  
Fast motor freight to Ft. Worth. Motor Truck deliveries in Dallas

**2221 Laws****Dallas****DALLAS STORAGE & WAREHOUSE CO.**

FIREPROOF STORAGE

Furniture  
Merchandise  
Drayage  
and  
Storage

DALLAS, TEXAS

Moving  
Packing  
Shipping  
Y-2401**We Can Reduce Your Shipping Costs**

Let us assemble your household goods or automobiles for shipment in carload lots. Cheaper rates, safe handling, expedited service—advantages well worth considering.

We are the oldest Transfer and Warehouse Company in Dallas. Our equipment is modern and our facilities complete.

We store and distribute merchandise and household goods of all kinds.

Your inquiry on any warehousing or distribution problem will have our immediate attention.

**THE DALLAS TRANSFER COMPANY**

404-414 Poydras Street, Dallas, Texas

**Universal Carloading & Distributing Company**

Consolidated Merchandise Cars From

Chicago	St. Louis	Buffalo	New York
Detroit	Cleveland	Dayton	Toledo

CONCESSION RATES WITH FREE STOREDOOR DELIVERY  
L. P. ASHLEY, Manager  
PHONE Y 2401

**To Remodel Fair Park  
Exhibit Hall**

Twenty space-holders in the Fair Park Exhibit Hall have underwritten \$20,000 for the proposed \$25,000 improvement in the hall. The interior of the building will be completely remodeled, the Spanish motif being used, it is announced by D. L. Whittle, president of the Retail Merchants' Association. The funds for the improvements will be derived from increased rentals for space, the square foot rate being raised from 20c to 35c.

The underwriters are as follows: Metropolitan Business College, Brown Cracker and Candy Company, Bush & Gerts Piano Company, Volk Bros. Company, E. M. Kahn & Co., Pittsburgh Plate Glass Company, American La France Fire Engine Company, D. L. Whittle Music Company, F. F. McNeny, Fakes Furniture and Carpet Company, Sanger Bros., Max Munzshheimer, the Howell Company, Titcher-Goettinger Company, Linz Bros., the Edison Shop, A. Harris & Co., Texas Farm and Ranch, Robertson & White and Frank G. Jester.

**Dallas Wins Opening Day  
Attendance Record**

First-day attendance prize in the Texas League for 1924 was won by Dallas which opened here with Fort Worth, 8,784 paying to see the game. This crowd also set a new opening day attendance record for the league. Beaumont ranked next to Dallas this year with 5,694. The prize was a shield presented by J. Doak Roberts, president of the league.

## Belo & Co. Offer \$1,000 Cotton Prize

Business-like methods of cotton cultivation, attended by soil conservation and fertilization, are to be encouraged by a contest through which A. H. Belo & Co., publishers of the Dallas News, the Dallas Journal and the Semi-Weekly Farm News, have offered a prize of \$1,000 to the Texas farmer growing the greatest quantity of cotton on a five-acre tract of land, gross production, any staple, irrigated acreage barred. The prize is to be a nucleus for a Statewide series of district and county contests under the auspices of commercial and farm organizations, many of which already have been announced. The contest is intended to be a stimulus to better cotton cultural methods, soil conservation and fertilization, with an ultimate view of higher net return to the farmer. It is designed also to promote diversified farming.

## Dallas Ships by Air to San Antonio

Both the worth of the airplane in modern transportation and the completeness of the Dallas market were emphasized last month when a cargo of 1,500 pounds was sent from Dallas to San Antonio in a Martin bombing plane. Those in charge of the Government balloon tests there found they needed certain fire prevention chemicals which could not be secured in San Antonio. A Martin bomber, piloted by A. A. Kessler, left San Antonio at 8 a. m., reached Dallas during the morning, was loaded with 1,500 pounds of chemical engines and similar materials by the Foamite-Childs Corporation of Utica, N. Y., Reaney & Tobey, 3035 Commerce Street, North Texas distributors, and was back in San Antonio by night.

## First Bale of Cloth Woven by Mill

The first bale of finished cloth to be turned out by the new 10,000-spindle Dallas Textile Mills at Love Field, organized by the Chamber of Commerce Textile Center Committee a little more than a year ago, was purchased by Sanger Bros. and was on display for a week in the show windows of the department store. It will be used in the overall factory of the company. With the Dallas Cotton Mill, the oldest and largest in the State, Dallas now has two cotton mills that will develop 26,500 spindles, with an annual output of approximately 5,500,000 pounds of cotton goods.

## Public Service Award

Linz Bros., Dallas jewelers, have announced that they will annually award a trophy to the Dallas man or woman deemed by a committee from leading luncheon clubs to have rendered the most signal public service during the year. A different committee will be named at the end of each year to decide who is to receive the award.

## Closing The Books

### Use the Date that Suits You Best

Habit is a wonderful saver of mental effort. But too close adherence to habit in business limits efficiency by shutting off initiative.

This is particularly true in the adherence of general business to the habit of following a fixed date for closing the so-called "fiscal" year.

The best date for closing the books and preparing financial statements for the "fiscal" year is when business is in its most liquid condition—when bank loans and other liabilities are lowest, accounts receivable reduced, and, especially, when the inventory is at a minimum.

The most logical date for closing *your* "fiscal" year is that time when *your* business is logically over for the twelve months—when stocks are lowest—when prices are normal—when selling is not being forced—when you are not buying heavily—when profits can be most accurately determined—when your accounting department is not working nights, or your bank is not burdened with December 31st reports. In other words, close *your* books when *your* business is most naturally through with the rush of *your* year, when proper time and attention can be given, and your public accountants can serve you best.

## ERNST & ERNST

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ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
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ELECTRIC EXPRESS CO.

### Music Week, May 4-11

Dallas was the first city in the United States to give serious thought to the celebration of a music festival annually. Since the first celebration in Dallas in 1920 the movement has been adopted by many other cities, and now May 4-11 has been designated National Music Week. Naturally all commercial, industrial, civic and musical interests of Dallas are co-operating in making Dallas' fifth annual Music Week the most successful to date. The celebration is being sponsored by the Dallas Music Industries Association, the City Music Commission, the Chamber of Commerce and other organizations. Charles A. Mangold, a member of the City Music Commission, is general chairman of the executive committee in charge, with D. L. Whittle as vice-chairman. Three of the outstanding feature attractions are the production of the opera, "Carmen," by the Municipal Chorus, a massed ten-piano recital, and a Texas composers' recital.

Resources of Dallas' National and State banks on the call of March 31 showed a gain of approximately \$10,000,000 over the call of April 3, 1923. Deposits showed a gain of about \$9,000,000 over the 1923 call mentioned. Up until the organization recently of the Republic Trust & Savings Bank, Dallas had thirteen National and State banks.

### Dallas Leads Nation in Telephones Per Capita

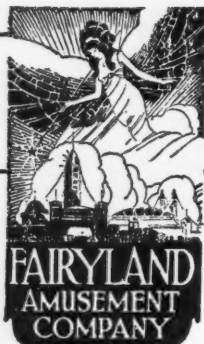
ON April 19 at the residence of C. N. Riggs, 1015 Martinique Street, officials of the City, the Chamber of Commerce, local newspapers and the telephone company joined in a celebration of the installation of Dallas' 50,000th telephone. A long distance telephone conversation between Mayor Blaylock of Dallas and President E. D. Nims of the Southwestern Bell Telephone Co., St. Louis, developed that Dallas has more telephones in proportion to population than any city in the world. It was mentioned that New Orleans, with a population of 453,000, has 46,700 telephones; Atlanta, with around 300,000 population, 46,000 telephones; Toledo, Ohio, with 277,000 population, has 47,000 telephones. The 1920 Federal census gave the city limits of Dallas a population of 158,976, but the City Directory placed the population of Greater Dallas at 232,156. The Dallas Telephone Company now has more than 1,000 employees and represents an investment of more than \$11,000,000.

### Form Body to Promote Kessler Plan

The Kessler Plan Association of Dallas was organized at an enthusiastic gathering of 200 business men at the Oriental, April 29. This body supplants the Dallas Property Owners' Association and will be more general and comprehensive in its scope. Its purpose is to assist in carrying out the recommendations for Dallas made by the late George E. Kessler, as well as considering any later city plan activities. Officers are to be named soon, and will be shown in the next issue of "Dallas."

### Dallas-Made Goods To Be Shown June 16-20

Manufacturers' Week will be observed in Dallas June 16 to 20, it is announced by B. R. Neal, president of the Manufacturers' Association. A monster parade of decorated floats, each representing some Dallas factory and a display of Dallas-made goods in the windows of the retail merchants throughout the week are features. The Retail Dry Goods Association has endorsed Manufacturers' Week and offered to co-operate in any way. Retail merchants of Dallas heartily supported Manufacturers' Week last year and even more and better displays are promised this year.



## FAIRYLAND

*Dallas' Million Dollar Playground*

Main Office  
213 Browder  
Phone X8374

DALLAS' New Amusement Park to be opened before July 1st of this year. Will have large swimming pool, sand beach, dance palace, lake for boating, riding devices and beautiful picnic grounds.

Approximately \$450,000 worth of concessions and rides owned by outside capital are to be installed on a per cent of their gross receipts, which together with local capital will make this the Madison Square Garden of the Southwest.

FAIRYLAND will be the home for conventions. Conventions mean visitors and in turn visitors mean revenue for Dallas.

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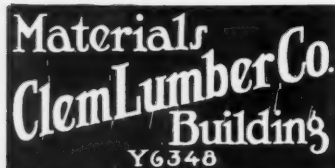
Y-1113; Y-1114 711 Kirby Bldg

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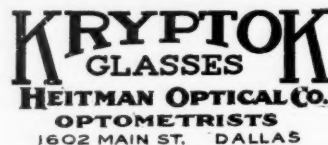
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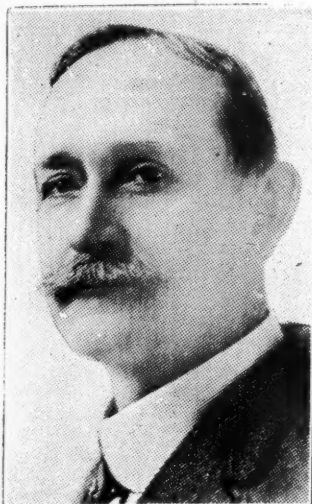
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## Connell Heads Chamber Farm Group



**D**R. J. H. CONNELL, former president of the Oklahoma A. & M. College and widely known agriculturist, but now a Dallas business man, has been appointed chairman of the Agricultural Advisory Board of the Dallas Chamber of Commerce, succeeding G. H. Alford, who has headed the board for the past two years. Under Dr. Connell's leadership the board will continue its wide scope of activities throughout the county in the interest of better agriculture and more prosperous farmers.

"Unless farming is generally made profitable from year to year there can be no stability or permanent prosperity," Mr. Connell said. "It is the earnest desire of the Dallas Chamber of Commerce and all clear-thinking citizens that farming in Texas should be made more efficient and much more profitable—and thus bring vigorous health, the comforts, education and refinements of American civilization to the entire rural population, and at the same time build our Texas cities safely, of better material and on the most enduring commercial foundation."

### Committees Named

**T**HE executive and other committees that will function under the board this year are as follows:

Executive—J. H. Connell, chairman; J. M. Pistole, Carrollton; Dr. C. D. Bryson, Lancaster; L. E. Gross, Mesquite; J. A. Moore, Grand Prairie; J. A. Alexander, Garland; Luther Bowers, Seagoville; John Pe't, Cedar Hill; H. W. Coit, Renner; J. M. Campbell, Richardson; Dr. A. E. Flowers, Dallas; W. H. Webb, Route 4, Dallas, and Schuyler Marshall, Route 3, Dallas.  
Dairy—J. T. Orr, R. L. Mullins and David Metzger.  
Swine—Dr. A. E. Flowers, Lee Lyle and C. S. Uhl.  
Beef Cattle—J. M. Campbell, J. J. Cox and R. D. Anderson.  
Sheep and Goats—John Vincell, Harry Foster and W. T. Sharp.

Poultry—Roy McDonald, J. A. Stults and C. P. Van Winkle.

Cotton—Harry Williams, J. P. Stephenson and Schuyler Marshall.

Corn—J. P. Stephenson, J. A. Moore and C. O. Beasley.

Small Grain—H. W. Coit, W. A. Watson and H. A. Nix.

Hay and Forage—Schuyler Marshall, Virgil Walton and H. G. Martin.

Fruit and Vegetable—Schuyler Marshall, M. E. Hayes and H. R. Welsh.

Ornamental and Home Beautification—R. A. Gilliam and W. P. Maloney.

Insect Control—Hal White, C. G. Lowrey and M. E. Hayes.

Soil Improvement and Preservation—J. A. Moore, G. P. Worthington, Luther Bowers and V. H. Schoffelmayer.

Community Development—Mrs. W. C. Martin and Mrs. J. M. Campbell.

Marketing—H. W. Coit, M. E. Hayes, R. L. Mullins and Harry Williams.

Boys' Clubs—R. L. Pou, V. H. Schoffelmayer and R. R. Walker.

Tenant and Landowner—C. G. Lowery and Schuyler Marshall.

Publicity—V. H. Schoffelmayer, Frank A. Briggs and Eugene Butler.

Fertilizer—C. I. Hudson and V. H. Schoffelmayer.

### Value of Crops

A. B. Jolley, County Agricultural Agent, has announced the following figures for some of the major crops of Dallas County in 1923:

Cotton—180,000 acres under cultivation, 53,941 bales produced, or from one-half to one-third of a bale an acre; \$175 a bale, making the value of the Dallas County cotton crop about \$8,800,150.

Corn—60,000 acres cultivated, 27 bushels an acre at 85c a bushel; total value \$1,377,000.

Wheat—15,000 acres cultivated, 10 bushels an acre, \$1 a bushel; total value of crop about \$150,000.

Oats—45,000 acres, 35 bushels an acre, 47c a bushel; total value of crop \$630,000.

Truck, Fruit and Berries—40,000 acres cultivated, yielding a value of \$100 an acre, or \$4,000,000 total value.

### Schedule of Community Fairs Announced

Seven community fairs will be held in Dallas County this year, under the auspices of the local fair organizations at each point in co-operation with the agricultural department of the Dallas Chamber of Commerce, local Chambers where such exist, the Dallas County Commissioners' Court and Texas A. & M. College. The schedule follows:

Garland—August 29-30.

Richardson—September 5-6.

Grand Prairie—September 12-13.

Mesquite—September 19-20.

Lancaster—September 26-27.

Carrollton—October 3-4.

Seagoville—October 10-11.

This year live stock and poultry exhibits from throughout the country will be accepted at each fair, but the agricultural exhibits will be limited in each instance to the community adjacent.

The executive committee in charge of the fair circuit is: Dr. C. D. Bryson, Lancaster; J. O. McKenzie, Seagoville; L. E. Gross, Mesquite; J. A. Alexander, Garland; T. F. McKamy, Richardson; W. H. Johnston, Carrollton, and J. A. Moore, Grand Prairie.

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None better made any other  
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For Prices.  
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The following include the entire curriculum at the day and evening divisions:

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Money and Banking  
Investments  
Corporations  
Business Law  
Marketing  
Retail Merchandising  
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Statistics

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DALLAS SCHOOL OF COMMERCE  
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New and used Office Furniture  
**ASKEW OFFICE FURNITURE EXCHANGE**

Imperial Desks and Berger Steel Files

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Near Pacific

Phone Y1220

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Do you want some profitable suggestions? Ask us now.

**DALLAS MAILING COMPANY**  
1320½ Commerce St.

Multigraphing Addressing  
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## Keeping up with busy Dallas

Nearly 13 acres of land to round out the west side of Tenison Park have been purchased by the City from Dr. W. W. Samuell on the lease-purchase plan.

\*\*\*

The McFarlin Memorial Methodist Church, at Norman, Okla., will have installed about Oct. 1 one of the most beautiful pipe organs in the Southwest. It has been purchased by R. M. McFarlin from Will A. Watkin Company, Dallas, representatives of Hillgreen, Lane & Co. pipe organs, and the designs for case and consoles were prepared by R. H. Hunt & Co., of Dallas.

\*\*\*

John B. Munns has been named manager of the sales department of the Filgo Motor Company, distributor of Chandler, Paige and Jewett cars.

\*\*\*

George F. Brown has been appointed manager of Cramer & Co., concrete constructors.

\*\*\*

Leven Jester, for several years connected with the Flippen-Prather Realty Co., has entered the real estate brokerage business under his own name, with office in the Kirby Building.

\*\*\*

George T. Brundett, purchasing agent for the Dallas Power & Light Co., has been elected president of the Dallas Purchasing Agents' Association, with C. F. McAuliff re-elected secretary.

\*\*\*

Buckner Orphans' Home, Dallas and the Southwestern Baptist Theological Seminary, Fort Worth, will share equally in a gift of a building at the southwest corner of Jackson and Jefferson Streets, Dallas, valued at \$150,000. Mr. and Mrs. G. W. Bottoms, of Texarkana, Ark., are the donors.

\*\*\*

A tribute to the prosperity of the Dallas trade territory, as well as to the sales ability of J. C. Latham and his organization, was recorded in his winning a national contest for volume of sales over a certain period, put on by the Rapid Addressing Machine Company, New York, of which he is district manager.

Frank M. Smith was elected Mayor of Highland Park in the recent election, with the following Councilmen chosen: Ira P. DeLoache, Fred E. Johnston, Paul Danna, A. T. Powell, and Leslie Waggener. M. Costello was re-elected City Secretary.

\*\*\*

The personnel of the Dallas School Board, chosen at the annual election last month, is as follows: C. P. Russell, president; W. C. Lemmon, Boude Storey, Alex W. Spence, Mrs. Lenore P. Hall, Mrs. H. L. Peebles and E. H. Steger.

\*\*\*

J. K. Hexter has been re-elected president of the Civic Federation of Dallas, with Judge Joseph Cockrell re-elected vice-president and Elmer Scott re-named executive secretary.

\*\*\*

All officers of the Missouri-Kansas-Texas lines of Texas were re-elected at the recent annual meeting here. These include C. E. Schaff, St. Louis, president; C. N. Whitehead, vice-president, and W. M. Whitenton, operation vice-president.

\*\*\*

Elmer Scott has been re-elected president and director of the Dallas Open Forum, with Dr. James S. Seneker vice-president, and Miss May Gleason, secretary.

\*\*\*

Boude Storey has been elected president of the Dallas Rotary Club.

\*\*\*

Miss Lela Lee Williams of Dallas has been appointed chairman of the Fifth Congressional District speakers' bureau of the Texas State Teachers' Association.

\*\*\*

A. P. Catto has been added to the sales force of the realty firm of Fisher & Fisher. He will specialize in residential property.

\*\*\*

A. H. Winston has been named manager of the real estate department of the Republic Trust & Savings Bank.

One letter may bring a customer whose business is worth thousands of dollars each year. Shall we help you word the letter? Dallas Mailing Co., 1320½ Commerce St.

Operating the Finest Exclusive Repair Department in the South

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1517 JACKSON ST., Corner Lane

Repairs  
Phone X 1714

C. B. Hunt of Dallas was re-elected secretary of the Texas Ginners' Association, which held its well-attended annual convention here last month. The new president is J. S. Yeager of Abilene, who also is president of the West Texas Ginners' Association.

\* \* \*

C. L. Wakefield has been re-elected president of the board of directors of the Dallas Public Library Association.

\* \* \*

Jack D. Gillespie, vice-president of the Dallas National Bank, was named a director of the Association of Reserve City Bankers, at the annual convention here last month.

\* \* \*

W. F. Jacoby has been reappointed director of parks and playgrounds by the Dallas Park Board and all other members of the staff also were reappointed.

\* \* \*

An administration building at Austin College, Sherman, to be known as the William M. Anderson Memorial Building, will be erected by the Presbyterians in honor of Dr. William M. Anderson, Sr., former co-pastor of the First Presbyterian Church, South, of Dallas, who died recently.

\* \* \*

Clarence C. Bulger was elected president of the North Texas Chapter of the American Institute of Architects, which was organized here last month. Roy E. Lane of Waco was elected first vice-president; Otto H. Lang, second vice-president, and W. Scott Dunne, secretary-treasurer.

\* \* \*

Cedar Lake Country Club, at Stop 14 on the Terrell interurban, about five miles from the business district of Dallas, will open its nine-hole golf course, with clubhouse and lake with fishing and swimming privileges, about June 1, it is announced by B. C. Warlick, one of the organizers. This will be the city's eleventh golf course.

\* \* \*

Joe Gill of Dallas was elected one of the vice-presidents of the Southern division of the National Electric Light Association, at the annual meeting at New Orleans last month. The Southwestern Public Service Association, which met jointly with the Light Association, named K. N. Ellis, of Dallas, secretary.

\* \* \*

Miss Shirley Caillet, daughter of Mr. and Mrs. F. P. Caillet, of Dallas, was recently elected student president of the College of Industrial Arts, Denton.

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Plate, Window and Art Glass : Mirrors  
Patton's Sun-Proof Paints : Pitcairn Varnishes  
Horseshoe Brand Brushes : Sundries

### Pittsburgh Plate Glass Co.



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Will Move August 1st to  
Santa Fe Terminal Building

Jackson and Kendall Sts., Dallas



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Sick and Accident Insurance

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PRICE CROSS, Pres. BEN HAUGHTON, Sec'y-Treas.

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ELM STREET AND T. & P. RY.

PHONES: H-2171, H-2172, H-2173

# Meet Our New Members

A TOTAL of 70 new memberships in the Chamber of Commerce was secured the past month, including full count on the plural memberships of the new budget subscribers:

## NEW BUDGET SUBSCRIBERS

Kansas City Waffle House, W. Bishop, restaurant; cor. Akard and Commerce.

Marland Oil Co. of Texas, W. H. Beesley, Dr. W. Van Der Gracht, W. A. Moncrief, T. H. Pyle, C. E. Hyde; 3rd floor Insurance Bldg.

Mid-West Co., The, J. N. McCammon, construction company; 402-3 Southland Life Bldg.

Modern Chemical Mfg. Co., Inc., Chas. W. Almstead, chemical mfgs.; 326 Trunk St.

Robertson & White, H. R. White, C. P. Vaughn, wholesale furniture; 2300 So. Harwood St.

Smith Bros., W. Broadnax, J. H. Smith, R. J. Windrow, A. M. Vance, contractors; 1502 American Ex. Bank Bldg.

Snell, J. H. & Co., J. H. Snell, R. E. Rustin, insurance agents; American Ex. Bank Bldg.

## NEW INDIVIDUAL MEMBERS

Abbott, F. M., automobile and real estate loans; 205 Liberty State Bank Bldg.

Albritton Agency, The E. J., life insurance; 1513 Commerce St.

Boyettt Employment Agency, C. M. Boyett; 1014 McKinney Ave.

Builders' Service Bureau, A. P. Minchew, builders' information and plans; 730 Wilson Bldg.

Dallas Poultry and Egg Co., J. A. Milstead, produce and fruit; 1009 Camp St.

Dallas Want Bureau, O. B. Siler, real estate rentals; 411 Insurance Bldg.

Dillon, Thos. E., Sherman Service, production engineer; 1004½ Commerce St.

Dunlap-Swain Tire Company, Jack R. Swain, automobile tires; 1328 Young St.

Educators' Association, Elmer E. Taylor, publishers; 1312½ Commerce St.

Gastean Radiator Co. of Texas, The, W. C. Westman, Clow Gastean heating system; 1202 Mercantile Bank Bldg.

General Pencil Company, R. H. Lloyd, mfrs. pencils; 814 Simpson-Whiteman Bldg.

Kansas City Structural Steel Co., George H. Kinney; 616 Magnolia Bldg. (fabricators and erectors of structural steel and oil storage tanks).

Laundry Board of Trade, George A. Lilly, secy., organization; 230 Jefferson Hotel.

Leader Candy Company, M. Petroff, confectioners; 1519 Elm St.

McKee's Ground Gripper Boot Shop, F. A. McKee, surgical shoes; 1512½ Main St.

Marjdon Hat Shop, Herman Levy, retail millinery; 1510 Elm St.

Mec Tripple "XXX" Root Beer Co., Inc., E. F. Cuenod, V.-P., mfrs. beverages; 1217 Camp St.

Merchants' Printing Co., Fred N. Johnson, printing; 1802 Jackson St.

Mexican Curio Co., B. Trueba, Mexican curios; Medical Arts Bldg.

Minchew, A. P., oil; 729 Wilson Bldg.

Modern Woodmen of America, Robert J. Vidler, insurance company; 339 Deere Bldg.

Pettigrew, H. G., grocer; 5611 Sears St.

Price & Company, E. Price, real estate, loans, stocks, bonds, fire insurance; 211 Browder St.

Prestige Pharmacy, W. R. Searcy, druggist; 5301 Bryan Parkway.

Rosenfield, Joel M., jewelry; 1502 Main St.

Sheppard W. King & Co., S. W. King, Jr., cotton buyers and exporters; 1327 Wood St.

Snyder, Willis, attorney; 307 American Ex. Bank Bldg.

Stutz, C. H., Gulf, Mobile and Northern R. R., railroads; 905 Sw. Life Bldg.

Weber & Company, G. F., cotton and cotton linter brokers; 1315½ Young St.

Winn, O. H., cotton broker; 301 S. Akard St.

Wright, J. W., investments; 1210 Western Ind. Bldg.

## Keeping up with Busy Dallas

The Salvation Army will formally open next month its fresh air camp, Woodcrest, near Cedar Hill. The camp has facilities for twelve families at a time on its 58-acre site, and with two weeks allotted to a vacation, many underprivileged women and children of Dallas will enjoy outings there.

\*\*\*

The Little Theater of Dallas sent a quartet composed of Misses Louise Bond and Julia Hogan and Messrs. Robert Peel and Louis V. Quince to New York to present "Judge Lynch" in the National Little Theater Tournament. "Judge Lynch" was written by J. W. Rogers, Jr., of the Dallas Times-Herald staff. Of the twenty Little Theater groups that have entered plays, all except Dallas are located within 100 miles of New York.

\*\*\*

Glen Haven Country Club has leased 62 acres of land adjoining the club on the north from W. J. Huguley to enable the club to install an 18-hole golf course. The club owns about 34 acres of land and work on the first nine holes of the course has been under way for some time.

\*\*\*

Texas Health Promotion Week was observed in Dallas March 30-April 5, with the City Health Department in charge of the campaign.

\*\*\*

Flippen-Prather Realty Company, owners and developers of Highland Park West, the 600-acre residential district being opened at the north edge of the city and just west of Highland Park, have erected a building of the colonial type at 4800 Preston road, adjoining the property, and moved their offices to it from the American Exchange Bank building.

\*\*\*

Southern Methodist University will conduct a campaign to raise \$200,000 for the erection and equipment of a physics building at the school, to be known as the Hyer Physical Laboratory.

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Lv. Dallas, 104 S. Market St.—  
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Ar. Denton—  
A. M.: 8:10, 8:30, 9:30, 11 and 12:00 M. P. M.: 1, 2:15, 3:30, 5, 6:30, 8, 9:15, 10:30

Ar. Gainesville—A. M.: 3, 8:45 and 11 P. M.: 12:30, 3:45, 6:30, 8 and 12:00 M.



The Southern Hardware Jobbers' Association, which met last month at New Orleans, selected Dallas as the 1925 convention city. George A. Trumbull, of the Huey & Philp Hardware Company, Dallas, was re-elected president. The American Hardware Manufacturers' Association, which held its semi-annual meeting at New Orleans coincident with the hardware jobbers, is expected to follow its practice and meet with them at Dallas next year.

Milburn Hobson and Cullen F. Thomas of Dallas have been elected to represent the 13th Senatorial District on the permanent board of the Texas Centennial Celebration organization.

Ballard Burgher has been designated the Dallas representative to the International Town Planning Conference to be held at Amsterdam, Holland, July 29.

Dallas postal receipts for March, 1924, showed an increase of \$6,376 over March, 1923.

The Beckett Electric Co., Inc., with main offices at Dallas and branches in Oklahoma City and Monterrey, has purchased the Electric Parts & Materials Company of New Orleans and will operate it as a branch of the company, with John M. Dexter as manager. The Beckett Electric Company has been appointed distributors for Corliss carbon brushes in the southern part of the United States and Mexico.

The Liberty State Bank has been elected to membership in the Dallas Clearing House Association, bringing the membership in the association to ten banks, following the recent election of the Mercantile Bank & Trust Company and the Republic National Bank to membership.

### Chamber Conducts 23rd Goodwill Tour

As this is written the 23rd annual Goodwill Tour of the Chamber of Commerce is under way, with the special train to cover 2,026 miles. More than 120 are in the Dallas party. Stops will be made at 69 important West Texas and Panhandle cities and towns. The train goes west as far as El Paso and north as far as Amarillo and the trip will be concluded at Wichita Falls on May 7. C. L. Norsworthy is chairman of the tour.

### Journal Has 10th Birthday

The Dallas Journal, afternoon newspaper of A. H. Belo & Co., celebrated on April 1 its tenth birthday with an elaborate and interesting special edition. In a page editorial it is shown that during the ten years Dallas has grown from around 100,000 to 232,156; assessed property values in Dallas have increased from \$108,000,000 to \$196,000,000, and the circulation of the paper has increased to 40,000.

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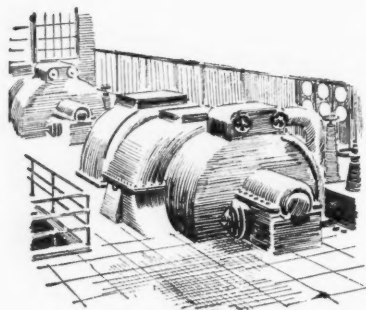
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## Retail Furniture Dealers Choose Dallas

W. H. Wray of Dallas was re-elected president of the Retail Furniture Association of Texas at the first annual meeting of the body, held last month at the Jefferson Hotel. Dallas was selected as the meeting place for 1925. Other officers elected included: W. T. Ladd, Fort Worth, first vice-president; W. R. Lang, Hillsboro, second vice-president, and Ray Howell, Dallas, treasurer. An executive secretary will be selected by the president. With about 100 dealers in attendance, and an excellent program given, it was an auspicious opening for the young association.

## Mexico Bureau for News

A Mexican bureau for The Dallas News has been opened in the City of Mexico with George Wythe as staff correspondent. The bureau has been established in view of the increasing importance of Dallas as a gateway to Mexico and the growth of trade relations between Mexico and Dallas and the Southwest. Also the stream of tourists from the Southwest into Mexico is constantly growing. Mr. Wythe was a reporter for The News before the world war and he later served as Trade Commissioner for the Near East and commercial attache to the United States High Commissioner at Constantinople, and as representative of the Department of Commerce in Austria.

## Elm Fork Favored for Water Project

The Garza site in Denton County on the Elm Fork of the Trinity River has been recommended as the best location for the new Dallas water supply reservoir to be built by the \$5,000,000 bond issue voted some time back. The report was made to the city by the consulting engineers, J. C. Nagle and R. A. Thompson. The site recommended is two miles east of the town of Garza and 26 miles northwest of Dallas. It was said that a reservoir could be constructed here which, by the use of flash boards, would have a capacity of 70,000,000,000 gallons, and it was the belief of the engineers that even without flash boards the supply would be sufficient for the city for from 40 to 50 years.

## Pamphlet on Responsibility of Bank Directors

Ernst & Ernst, audits, systems and tax service, with an office in Dallas, have issued an interesting 28-page pamphlet for free distribution entitled "Responsibility of Bank Directors." It recites a number of banking tragedies, shows the causes, and gives the eleven points emphasized by the Comptroller of the Currency for the special attention of bank directors.

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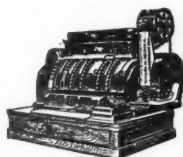
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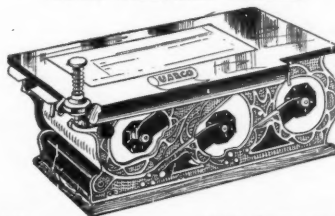
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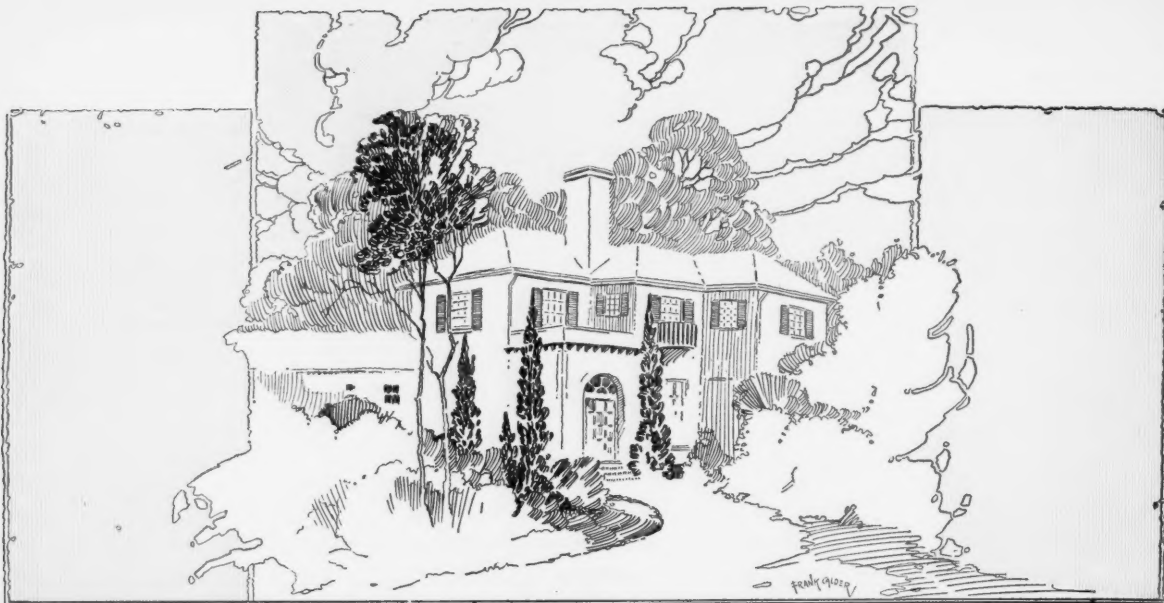
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